

SOUTHERN RURAL SOCIOLOGICAL ASSOCIATION ANNUAL MEETING

*“Connecting Theory with Practice: The Quest for
Improving Rural Quality of Life”*



**February 7– 9, 2010
Orlando, Florida**

**Southern Rural Sociological Association Meeting
February 7 – February 9, 2010**

Wyndham Orlando Resort Hotel, Orlando, Florida

***“Connecting Theory with Practice: The Quest for Improving
Rural Quality of Life”***

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SUNDAY, FEBRUARY 7, 2010

8:00 A.M. – 3:30 P.M.

REGISTRATION

Madeira Coastal

8:00 A.M. – 9:15 A.M.

SRSA EXECUTIVE COUNCIL MEETING

Venice Coastal

9:30 A.M. – 10:45 A.M.

PAPER SESSION

Venice Coastal

Theoretical Innovation and Community Development (1)

Moderator: Andrew A. Zekeri, Tuskegee University

From Theory to Practice: Building Communities with Theoretically-Grounded Tools

Rachael Carter, Mississippi State University Extension

Gene L. Theodori, Sam Houston State University

An Overview of the Literature on Occupation-Based (Labor Pool) Clusters

Patrick Tandoh-Offin, Clemson University

A Cultural Approach to the Economic Growth Paradigm: A Culturally Rich, Self-Sustained Community

Marta M. Hartmann, University of Florida

W(h)ither Community Field Theory? An exploration of 15 years of research

D. Clayton Smith, Western Kentucky University

Bryan Cannon, Western Kentucky University

Discovering and Applying Craft for Sociological Practice at the Level of Sociology 101 and Above

George Floro, Sul Ross State University

PAPER SESSION

Coquina Coastal

Building Civic Engagement with Leadership Development and Participants

(2)

Moderator: Keiko Tanaka, University of Kentucky

Exploring the Influence of Participant Motivations on Behavioral Intentions and Outcomes of Sustainable Living Education

Brooklynn J. Wynveen, Clemson University

Is Leadership in Rural America Being Re-Gendered?

Johanna Reed Adams, University of Missouri

Can Lessons Learned in Rural Asia Impact Leadership in Rural Communities in the United States?

Hannah Carter, University of Florida

Engaged Public Sociology: Lessons from the *Let's Lead* Development Collaborative

Patricia H. Dyk, University of Kentucky

11:00 A.M. – 12:30 P.M.

PAPER SESSION

Venice Coastal

Collaborative Problem Formulation and Research Methodology (3)

Moderator: Marion Simon, Kentucky State University

Green Acres Gone Reality: Celebrity Farmers in the US—A grad student led research project

Marcus Bernard, University of Kentucky

Lisa Conely, University of Kentucky

Jeremy Hickman, University of Kentucky

Jessica Kropczynski, University of Kentucky

Eric Stiff, University of Kentucky

Response Rate, Non-response Error, and Item Non-response Effects When Using Financial Incentives in Wildlife Questionnaire Surveys

Adam S. Willcox, University of Florida

William S. Giuliano, University of Florida

Glenn Israel, University of Florida

Exploring Strategies for Obtaining Survey Responses from Extension Clients: Opportunities

Glenn Israel, University of Florida

PAPER SESSION

Coquina Coastal

Civil Society Context and Energy Development, Land-Use Management, Lawn Fertilizer Use, and Food Safety (4)

Moderator: Leslie Taylor-Grover, Southern University

Energy Development, Natural Environments, and Quality of Life: The Good, the Bad, and the Ugly as Perceived by Texans

Gene L. Theodori, Sam Houston State University

Jim Young Choi, Sam Houston State University

Jessica Aldridge, Western Kentucky University

D. Clayton Smith, Western Kentucky University

Productive Use of Privately Owned Land in Alabama's Black Belt: Survey Analysis of Barriers and Landowner Attitudes

Janice F. Dyer, Auburn University
Diane Hite, Auburn University
Robert Zabawa, Tuskegee University

Factors Influencing Community Response to Locally Undesirable Land Uses: A Case Study of the Bluegrass Stockyards

Terry Lunsford, University of Kentucky

Using Social Marketing to Understand the Consumer Impact of Lawn Fertilizer

Paul Monaghan, University of Florida
Sebastian Galindo-Gonzalez, University of Florida

Evaluation of the Level of Food Safety Knowledge in Households in Alabama

Krystal Reynolds, Alabama A&M University
Buddhi Gyawali, Alabama A&M University
Hezekiah Jone, Alabama A&M University

12:30 P.M. – 1:30 P.M.

Lunch (on your own)

1:30 P.M. – 3:00 P.M.

PAPER SESSION

Venice Coastal

Regional Development and Quality of Life (5)

Moderator: Glenn Israel, University of Florida

An Ecological Regional Analysis of South Carolina

Ken Robinson, Clemson University
Frank W. Young, Cornell University

Analyzing Regime Change Due to Conversion of Industry Classification

David Brian Kimbugwe, Alabama A&M University
Swagata "Ban" Banerjee, Alabama A&M University
James O. Bukenya, Alabama A&M University
Buddhi Raj Gyawali, Alabama A&M University

Trends of Rural Inbounds and Urban Sprawls in the Southern United States

Anquinette Hill, Alabama A&M University
Buddhi Gyawali, Alabama A&M University
Swagata "Ban" Banerjee, Alabama A&M University
James Bukenya, Alabama A&M University

Agricultural Demand Linkages and Growth Multiplier in Alabama Black Belt Region

LaTravis Brazil, Alabama A&M University
Brandi Broughton, Alabama A&M University

Rural Quality of Life and Sustainable Tourism: The case of the Rocky Knob Region of the Blue Ridge Parkway

Nancy McGehee, Virginia Polytechnic Institute and State University

Cari Goetcheus, Clemson University

Jeffrey C. Hallo, Clemson University

John A. McGee, Virginia Polytechnic Institute and State University

PANEL SESSION

Coquina Coastal

Continuing the Journey: The Development of the Black Belt Studies and Leadership Development Program (6)

Organizer: Rosalind Harris, University of Kentucky

Ntam Baharanyi, Tuskegee University

Marcus Bernard, University of Kentucky

Sokoya Finch, Florida Family Network

Rosalind Harris, University of Kentucky

Terrence Thomas, North Carolina A&T State University

Veronica Womack, Georgia College and State University

Dreamal Worthen, Florida A&M University

3:00 PM – 3:30 P.M.

Journal of Rural Social Sciences

Meet and greet the editors

Venice Coastal

3:00 PM – 4:00 P.M.

PAPER SESSION

Coquina Coastal

Asset Building Initiatives and Coalition Building for Low Income Families

(18)

Moderators: Keydron Guinn, Southern University and Rosalind Harris, University of Kentucky

The Earned Income Tax Credit as an Asset Building Strategy for Low-Income Families

Deborah Yeboah, Tuskegee University

Nii O. Tackie, Tuskegee University

Ntam Baharanyi, Tuskegee University

Robert Zabawa, Tuskegee University

The Impact of Heir Property on African American Land Tenure, Investment, and Agricultural Decision Making in the Alabama Black Belt

Akon Baba, Tuskegee University

Robert Zabawa, Tuskegee University

Mudiayi Ngandu, Tuskegee University

Henry Findlay, Tuskegee University

Assessing Coalition Building for a More Inclusive Policy Agenda in the Rural South

Ntam Baharanyi, Tuskegee University
Alice Paris, Tuskegee University
Robert Zabawa, Tuskegee University
Jerome Hughes, Tuskegee University
Peter Kanyi, Tuskegee University
Judith Quaye-Wilson, Tuskegee University
Gena Gunn, Washington University-Saint Louis
Sokoya Finch, Florida Family Network
Dreamal Worthen, Florida A&M University
Cornelius Blanding, Federation of Southern Cooperatives
Edward Pennick, Federation of Southern Cooperatives
Melbah Smith, Mississippi Association of Cooperatives

4:00 – 6:00 P.M.

SAAS Opening Session

Jasmine Ballroom

6:00 P.M. - Onward

Reception/ and Super Bowl Party with SAAS

**Poolside Pavilion and
Garden Room**

Monday February 8

7:45 A.M. – 3:00 P.M.

REGISTRATION

Madeira Coastal

8:00 A.M. – 9:15 A.M.

PAPER SESSION

Venice Coastal

Extending Research and Information to Small Farmers and the Underserved (7)

Moderator: Marta Hartmann, University of Florida

Preferred Information Channels of Small Farm Owners in Florida for Receiving Educational Materials

Kyle Landrum, University of Florida
Hannah Carter, University of Florida
Glenn Israel, University of Florida
Won Suk Lee, University of Florida

Digital Extension Newsletters Innovative Cooperation and Collaborations

Pete Vergot III, University of Florida
Whitney Cherry, University of Florida
Andrew Diller, University of Florida
Theresa Friday, University of Florida
Judy Ludlow, University of Florida
Carrie Stevenson, University of Florida
Kendra Zamojski, University of Florida

“The Third Thursday Thing”: Connecting Research Findings with Small Farmers

Marion F. Simon, Kentucky State University

Agricultural Extension Administrators’ Perceptions of Underserved Populations in Agriculture

Paula Faulkner, North Carolina A&T University
Connie D. Baggett, The Pennsylvania State University

PAPER SESSION

Coquina Coastal

Emancipatory Pedagogy: Structural and Cultural (8)

Moderator: Cheryl Hudec, Sam Houston State University

The Globalization of the Poultry Industry: Tyson Foods and Pilgrim’s Pride in Mexico and Beyond

Douglas H. Constance, Sam Houston State University
Alessandro Bonanno, Sam Houston State University
Sujevy Vega, Sam Houston State University
Francisco Martinez, Autonomous University of Coahuila
Gilberto Aboites, Autonomous University of Coahuila

Exogenous Issues in Rural Community Development in Developing Countries: A Nigerian Case

Zacchaeus Ogunnika, Virginia State University

The Relevance of the “N” word in Rural American Society

Professor Kimora, City University of New York

The Social Construction of Rural Lesbian Identity

Margaret Cooper, Southern Illinois University

Walking the Academic Activist Tightrope: Stoking the Sociological Imagination within Rural Community Grassroots Organizing

Lisa M. Conley, University of Kentucky

9:15 A.M. – 9:30 A.M.

BREAK

Madeira Coastal

9:30 A.M. – 10:45 A.M.

PAPER SESSION

Venice Coastal

**Agricultural Development Alternatives and USDA/1890
Program Opportunities (9)**

Moderator: Andrew A. Zekeri, Tuskegee University

A Qualitative Overview of the Nascent Grape and Wine Industry in North Carolina

Victor Ofori-Boadu, North Carolina A&T University
Osei Yeboah, North Carolina A&T University
Joy Bhadury, University of North Carolina-Greensboro
Kathryn Dobie, North Carolina A&T University
Samuel P. Troy, University of North Carolina-Greensboro
Nicholas Williamson, University of North Carolina-Greensboro

Benefits of Adopting Pigeon Pea as Niche Crop by Farmers

F. Tegegne, Tennessee State University
R. Bullock, Tennessee State University
S. Singh, Tennessee State University
D. Duseja, Tennessee State University
E. Ekanem, Tennessee State University
E. Williams, Tennessee State University

Is Hydroponics a Feasible Alternative Enterprise in Alabama?

Irene Nabulime, Alabama A&M University
Joseph Befecadu, Alabama A&M University
Hezekiah S. Jones, Alabama A&M University
Swagata "Ban" Banerjee, Alabama A&M University

1890 Funded Program: A Tool for Rural Economic Development

Edgar Lewis, USDA, Rural Development—Cooperative Programs

PAPER SESSION

Coquina Coastal

Educational Challenges and Rural Children (10)

Moderator: Leanne Avery, SUNY- Oneonta

Rural Local Effect on Student Science Achievement

Alexa J. Lamm, University of Florida
Glenn D. Israel, University of Florida
Brian E. Myers, University of Florida
Sebastian Galindo-Gonzalez, University of Florida

Opportunity to Learn and the Rural Math Achievement Gap During the Last Two Years of High School

Edward Reeves, Morehead State University

Valuing Local Knowledge in Rural Science Education

Leanne M. Avery, State University of New York-Oneonta

Working with Young Children Manifesting Challenging Behaviors: Rural Childcare Providers' Experiences

Donna Long, University of Maryland-Eastern Shore

11:15 A.M. – 12:45 P.M.

SRSA LUNCHEON AND PRESIDENTIAL ADDRESS

Poolside Pavilion

Connecting Theory with Practice: The Quest for Improving Rural Quality of Life ⁽¹¹⁾

SRSA President:

Terrence Thomas, North Carolina A&T State University

1:00 P.M. – 2:15 P.M.

PAPER SESSION

Venice Coastal

**Poverty, Employment, and Katrina:
Quality of Life Baselines and Programs ⁽¹²⁾**

Moderator: Paul Monaghan, University of Florida

Addressing Poverty in the Black Belt Region of Southeastern U.S.: Community Action and Programs

Terrence Thomas, North Carolina A&T State University

Describing the Rural Working Poor in the ArkLaMiss Region: Policy Implications for Addressing Poverty

Leslie T. Grover, Southern University and A&M College

Three Years Later: Experiences of Families Affected by Hurricane Katrina in Alabama Gulf Coast Counties

Andrew Zekeri, Tuskegee University

Visualizing Hope: A Community-Based Assessment of Health and Housing Four Years after Hurricane Katrina

Anna M. Kleiner, Southeastern Louisiana University

Carley Jefcoat, Delta State University

John J. Green, Delta State University

JoLynn P. Montgomery, University of Michigan

Dana Thomas, University of Michigan

Rural Families Speak About Family Health Challenges to Sustained Employment

Jessica Kropcznski University of Kentucky

Patricia Hyjer Dyk, University of Kentucky

PANEL SESSION

Coquina Coastal

Public Talk, Public Action: Advancing Civic Capacity to Tackle Tough Issues (13)

Panelists:

Wynne Wright, Michigan State University
Bo Beaulieu, Mississippi State University

2:15 P.M. – 2:30 P.M.

Break

Madeira Coastal

2:30 P.M.—3:45 P.M.

PAPER SESSION

Venice Coastal

Rural Health and Food Ironies (Insecurity, Obesity) (14)

Moderator: Nancy Gard McGehee, Virginia Tech University

African American Mothers Living with HIV/AIDS in Alabama's Black Belt: HIV/AIDS Conspiracy Theories and Food Insecurity

Andrew Zerkeri, Tuskegee University
Rueben C. Warren, Tuskegee University

Determinants of Household Food Insecurity Among HIV-Positive Women in Alabama's Black Belt

Andrew Zekeri, Tuskegee University

Obesity in Rural America: Our Cause for Concern

Thessalenuere Hinnant-Bernard, University of Maryland-Eastern Shore
Nina L. Bennett, University of Maryland-Eastern Shore
Donna Long, University of Maryland-Eastern Shore

Educating Rural Citizens on Advance Directives through Extension

Keydron Guinn, Southern University

PAPER SESSION

Coquina Coastal

Agricultural Development Alternatives, Co-op Development, and Local Food Governance (15)

Moderator: Edward Reeves, Morehead State University

Observing Biofuel Industry Trends through Media Analysis

Janice Dyer, Auburn University

Conner Bailey, Auburn University

Transitioning Tobacco Farms in Rural Virginia to the Production of Alternative Enterprises

Fidelis Okpebholo, Virginia State University

Economic Benefits of Simultaneous Production of Pine Sawlogs, Forage, and Meat Goats on Small Farms in the Alabama Black Belt Region

Brandi Broughton, Alabama A & M University

LaTravis Brazil, Alabama A & M University

Agricultural Cooperative Development Projects in the Rural South: The Cooperative Development Process

William Brockhouse, USDA, Rural Development-Cooperative Programs

Small-scale Local Food Governance: Informal Modes and Multi-scale Linkages

Jenifer Buckley, Michigan State University

James Bingen, Michigan State University

4:00 P.M.—5:00 P.M.

PAPER SESSION

Venice Coastal

Historical Analyses of Policy Struggle and Implementation (16)

Moderator: Peter Vergot, University of Florida

Sustainable Agriculture Standards in the United States: From SARE to Organics to the Controversy over GMOs

Douglas H. Constance, Sam Houston State University

Rural School Cafeteria Workers and USDA School Meal Programs: Dependency and Deskilling

Cheryl L. Hudec, Sam Houston State University

Sustainability, Justice, Health? Marketing of Ethical Eating in Kentucky

Keiko Tanaka, University of Kentucky

PAPER SESSION

Coquina Coastal

Sociology Smorgasbord of Late Submissions: Rural Quality of Life and Sustainability (17)

Moderator: Patricia H. Dyk, University of Kentucky

Retail Resiliency: A Multi-State Qualitative Assessment of Re-coupling and Organizational Survival of Rural Retailing

Vanessa P. Jackson, University of Kentucky

Leslie Stoel, The Ohio State University
Jennifer Maloney, University of Kentucky
A Case Study Evaluation of Community Wind Energy Project Promotion
Alan Borst, USDA, Rural Development-Cooperative Programs

Housing Issues in Rural Communities
Thessalenuere Hinnant-Bernard, University of Maryland-Eastern Shore

Womens' Work in the Traditional Rural Economy
Susan Machum, St. Thomas University, New Brunswick, Canada

Does the 'The Theory of Knowledge' Work in the Field of Ecological Sustainability? Issues and reflections in a rural tribal village in India
Sarmishta Pattanaik, Indian Institute of Technology-Bombay

5:00 P.M. — 6:00 P.M.

SRSA BUSINESS MEETING Venice Coastal

6:15 P.M.

SRSA PRESIDENTIAL RECEPTION TBA

Tuesday, February 9

8 AM—9:30 AM

REGISTRATION Madeira Coastal

8:30 AM —10:30 AM

SRSA EXECUTIVE COUNCIL MEETING Venice Coastal

ABSTRACTS

(Arranged by day/time)

SUNDAY, FEBRUARY 7

9:30 A.M. — 10:45 A.M.

PAPER SESSION Venice Coastal

Theoretical Innovation and Community Development (1)

Moderator: Andrew Zekeri, Tuskegee University

From Theory to Practice: Building Communities with Theoretically-Grounded Tools

Rachael Carter, Mississippi State University Extension

Gene L. Theodori, Sam Houston State University

Community development is a very appealing idea. Time and again, community development has been prescribed as a popular means of improving the social, economic, and environmental quality of life for residents of a community. As encouraging as the notion of community development sounds, the practice of community development often suffers from a lack of systematic theory and a clear understanding of what a community is and how it develops.

The processes involved in building, strengthening, and maintaining social networks and/or collaborations are essential components to the larger practice of community development. In this paper, we illustrate an action-oriented, adaptable community development process rooted in community theory. The paper begins by offering a brief overview of community and community development from the interactional field theoretical perspective. Next, we highlight several theoretically-grounded tools used in the network and/or collaboration development processes, including “the community activeness-consciousness matrix,” “the mapping of local societies,” and “the inventory of social fields.” We conclude the paper with a discussion of how this particular community development process has worked, and is currently working, where implemented. Empirical data from approximately ten communities in Mississippi and Texas are used to inform readers on ways in which the process has affected the local social, economic, and/or ecological well-being.

An Overview of the Literature on Occupation-Based (Labor Pool) Clusters

Patrick Tandoh-Offin, Clemson University

The topic for my proposed paper is “An overview of the literature on occupation-based (labor pool) clusters.” I hope to use the paper to look at the depth of research on occupation-based or labor pool clusters especially in the U.S., and how that is different from other forms of Regional development policies like ‘industry targeting that’ that dominated the field for a while.

Paying attention to what local economies do in terms of their labor force capabilities has become equally important as paying attention to the kinds of products or industry mix in localities. The reason for this position is that the dynamics and role of endogenous factors in regional economic planning in recent times continues to evolve.

I therefore hope to use case studies from states and regional economic development corporations in the U.S. to look at approaches regional development planners have adopted to target occupations; policies they have applied to grow occupations; and the theories and methods that support the new approaches to cluster development as a regional development strategy.

A Cultural Approach to the Economic Growth Paradigm: A Culturally Rich, Self-Sustained Community

Marta M. Hartmann, University of Florida

Freire once said “Scratch where the people itch if you want to mobilize that community.” The understanding of a community’s cultural makeup enables practitioners to know where the people

itch and to facilitate its mobilization. Economic growth is considered the major dynamic of development. The economic growth paradigm is one where the market dominates. This model, however, does not enable practitioners to learn of the community's acute non-monetary concerns, where people may really itch. Moreover, the model depletes other forms of capital. A cultural-based approach integrated into the economic-growth paradigm would account for the financial wellbeing of the community and the sustainable growth of other forms of capital. It would also reflect the community's preference for the outcome and process of their wellbeing in the future. Integrating a cultural dimension to the model would facilitate looking at how markets can lead to a culturally rich, self-sustained community.

W(h)ither Community Field Theory? An exploration of 15 years of research

D. Clayton Smith, Western Kentucky University

Bryan Cannon, Western Kentucky University

Community field theory (also known as community interactional theory) is a distinctive analytical framework pioneered by Harold Kaufman in 1959 and later developed extensively by Kenneth P. Wilkinson. They and their students have applied this theory in the examination of local and global social change's effects on rural communities and individual, communal and social well-being. However, with the loss of its primary theoretician in 1993 and the nearly simultaneous increase in competing community conceptualizations, the extent to which scholars are working to elaborate the theory remains unclear. In this study, we examine the articles citing community field theory in the 15 years after Wilkinson's final writings to determine the ways, if any, that scholars furthered this research program.

Discovering and Applying Craft for Sociological Practice at the Level of Sociology 101 and Above

George Floro, Sul Ross State University

In this presentation, it is assumed that craft for sociological practice, an applied side of the discipline, could be expanded if sociologists knew how to do the craft or, if they already know, want to engage in the practice.

Its potential is illustrated in two sectors. The first selection is on how a background in social relationships as a complexity in sociology contributes to an understanding of service volunteering (from the sector of voluntarism).

The second selection comes out of public participation in collective life often in the framework of an entire society or some action center in it. The name associated with it is Sociological Imagination. Tasks associated with it are to identify "contradictions" and to explore ways to resolve them as social problems.

One may tend to see social studies going toward either an affirmative or an oppositional sociology, but social realities studied should determine the direction.

PAPER SESSION

Coquina Coastal

Building Civic Engagement with Leadership Development and Participants

(2)

Moderator: Keiko Tanaka, University of Kentucky

Exploring the Influence of Participant Motivations on Behavioral Intentions and Outcomes of Sustainable Living Education

Brooklynn J. Wynveen, Clemson University

Sustainability is becoming an increasingly salient concern for communities of all sizes. Community leaders make policy, land use, and infrastructural changes in keeping with new mission and vision statements for their particular communities. They will fall short of their aspirations, however, unless their communities are also comprised of individual citizens who are similarly devoted to living more sustainably on a daily basis.

Sustainable living education, in the form of seminars and workshops, is currently available largely through the efforts of Extension professionals. This training, though, is typically marketed to individuals who are environmentally motivated, whereas the definition of a sustainable lifestyle is one that also reflects economic and social dimensions of sustainability. Of interest is the extent to which outcomes of participation in sustainable living education will differ among variously motivated participants.

This paper proposes a research agenda that seeks to answer this question by first identifying and recruiting workshop participants with various motivational backgrounds, and then measuring outcomes in terms of: a) the number of behaviors changed; and b) the types of behaviors changed. It will also highlight the importance of follow-up research exploring the longevity of these behavior changes. Study results will aid sustainable living educators and community leaders as they strive toward more sustainable communities.

Is Research in Rural America Being Re-Gendered?

Johanna Reed Adams, University of Missouri

Important findings reported in a multi-state NRI project entitled, Impact of Community Leadership Education in the New Economy support the argument that the “treatment,” that is the participation of respondents in community-based leadership development education programs produced significant learning when compared to those in control counties where no programs were available. There were larger gains in learning and attitude changes among those participating in these programs than for those who did not. Descriptive statistics show there is a dominance of women participants in treatment counties. This finding leads to the need for a discussion regarding “is leadership in rural America being re-gendered?” Sixty-seven percent of the respondents in treatment counties were female and thirty-three percent were male. However, this ratio was reversed in control counties (male – sixty-five percent and female – thirty-four percent). This paper will explore the question regarding, “Is leadership in rural America being re-gendered?” In addition to the secondary contextualized effect found in the mixed model ANOVA regarding a new framework for thinking about community leadership.

Can Lessons Learned in Rural Asia Impact Leadership in Rural Communities in the United States?

Hannah Carter, University of Florida

Leadership development in rural communities has been facilitated traditionally by agricultural leadership programs based on a model introduced by the W.K. Kellogg Foundation in the 1960s. To date there are over thirty such programs in the United States, with a majority that incorporate an international experience in their leadership programming structure. Does this international experience enhance the leadership abilities of those participants from rural areas? Research will be presented that details the theory behind leadership development programs in agricultural and rural communities and results from a recent trip to China and Vietnam which indicate that the

international component of these programs is a valuable experience on participants and one that does, and will, impact their communities, industries and organizations.

Engaged Public Sociology: Lessons from the Let's Lead Development Collaborative

Patricia H. Dyk, University of Kentucky

A challenge of public sociology is to engage multiple publics in a variety of ways. This presentation will highlight Let's Lead, an exemplary collaborative of over 15 community-based organizations in the Lexington/Bluegrass Region of Kentucky and the University of Kentucky Center for Leadership Development. Various publics came together in 2007 to develop a new approach to community leadership development with the goal of creating a sustainable civic engagement culture. A website, www.letsleadlex.com hosted by the Center for Leadership Development, launched in 2008 as a first step in developing a partnership to take the lead in building individual, organizational and community leadership capacities. The dynamics of contextual issues, various publics, and shared values, as well as short term outcomes will be discuss with insights for communities in rural contexts.

11:00 A.M. – 12:30 P.M.

PAPER SESSION

Venice Coastal

Collaborative Problem Formulation and Research Methodology (3)

Moderator: Marion Simon, Kentucky State University

Green Acres Gone Reality: Celebrity Farmers in the US—A grad student led research project

Marcus Bernard, University of Kentucky

Lisa Conely, University of Kentucky

Jeremy Hickman, University of Kentucky

Jess Kropczynski, University of Kentucky

Eric Stiff, University of Kentucky

On the return trip from the annual Rural Sociological Society meeting, a group of graduate students from the University of Kentucky posed the question: Why do some celebrities chose to farm, instead of taking part in some other leisure activity? The conversation grew into an organized multi-level research proposal upon the students' return to campus, eventually turning into a research project conducted by not only the students who posed the question, but also other students in multiple departments. In this presentation, those students will discuss: a learning model corresponding to how the idea came about, the collective development of the project by the various graduate students who took the lead in the research project, and the various motivations for being involved in the project. This project may be of interest to those who have an interest in developing research teams or utilizing collaborative learning as a method of graduate teaching.

Response Rate, Non-response Error, and Item Non-response Effects When Using Financial Incentives in Wildlife Questionnaire Surveys

Adam S. Willcox, University of Florida

William S. Giuliano, University of Florida

Glenn Israel, University of Florida

Self-administered mail questionnaire surveys are commonly used by human dimensions of wildlife researchers, and maximizing response rates can lower non-response error. Additionally, item nonresponse decreases questionnaire data quality and may be particularly acute for questions regarding contentious wildlife issues. By using small financial incentives, researchers can increase response rates and reduce error. We surveyed two random samples of 500 Georgia cattle ranchers to test financial incentive effectiveness and gave one group a one dollar coin and the other group nothing. The financial incentive increased responses by 19.2% with no demographic differences between the groups. The incentive did not affect item non-response for sensitive questions about income and threatened or endangered species and other more benign questions about demographics, crop damage, songbirds, deer, and turkey. Token financial incentives can be a cost-effective way to increase wildlife survey response rates and improve data analysis quality and quantity.

Exploring Strategies for Obtaining Survey Responses from Extension Clients: Opportunities

Glenn Israel, University of Florida

Extension professionals often use surveys conducting needs assessments and evaluations. Though there is considerable interest in using Web-based surveys to save money, recent studies suggest that relying on the Web alone may introduce significant bias in the data. This study compares strategies for obtaining responses from Extension clients to further explore response bias. Using the traditional postal mail survey as the standard of comparison, I explore the utility of an e-mail invitation to the Web version of the survey and a postal invitation to the Web survey. Both e-mail and postal mail invitations provided an optional paper form on the final contact. I found that response rates for the mode including an e-mailed invitation was highest (63.5%), followed by the traditional mail-only mode (54.7%), while the web preference response rate was lowest (48.9%). Clients who responded using the Web were younger, had more education, and more likely to be female than those who responded by mail. The former also were more likely to have visited FCES' Solutions for your life Web site for information. When responses obtained by mail or the Web were combined, differences between the three strategies were not significant, with the exception of respondents' sex and age. The evidence suggests that extension professionals should consider how their results might be affected by methodological decisions about using Web surveys.

PAPER SESSION

Coquina Coastal

Civil Society Context and Energy Development, Land-Use Management, Lawn Fertilizer Use, and Food Safety (4)

Moderator: Leslie Taylor-Grover, Southern University

Energy Development, Natural Environments, and Quality of Life: The Good, the Bad, and the Ugly as Perceived by Texans

Gene L. Theodori, Sam Houston State University

Jin Young Choi, Sam Houston State University

Jessica Aldridge, Western Kentucky University

D. Clayton Smith, Western Kentucky University

Energy development in unconventional reservoirs (i.e., oil shales, oil sands, tight gas sands, coalbed methane resources, and gas shales) has greatly increased over the last several decades. In many parts of the United States, these unconventional reservoirs are located below or near environmentally sensitive areas (i.e., coastal wetlands, desert ecosystems, and hardwood forests). For the most part, these resource-rich environmentally sensitive areas are either completely off-limits to the energy industry for exploration and production or are subject to certain restrictions. Opening up environmentally sensitive areas to exploration and production of oil and natural gas is a timely and salient issue that continues to be increasingly debated among elected officials, policymakers, regulatory agency personnel, environmental groups, and the citizenry at large. Using data collected in general population surveys from random samples of individuals in the State of Texas, we empirically examine issues associated with energy development on environmentally sensitive lands. We also examine quality of life issues associated with increased energy development. Multivariate statistical analyses of the sociodemographic and attitudinal variables indicate that adherents of particular positions on energy development are drawn from quite different segments of the population. The results also reveal that certain sociodemographic and attitudinal variables are relatively strong and consistent predictors of behaviors taken in response to increased exploration and production activities. Possible implications of these findings are proposed, as are suggestions for future research.

Productive Use of Privately Owned Land in Alabama's Black Belt: Survey Analysis of Barriers and Landowner Attitudes

Janice F. Dyer, Auburn University

Diane Hite, Auburn University

Robert Zabawa, Auburn University

In a natural resource-dependent region, who owns the land and how it is used have strong implications for the distribution of power and wealth. Alabama's Black Belt is home to rich natural resources, but much of the land is underutilized. Owners of land in 12 Black Belt counties were mailed a survey asking about ownership objectives, barriers to meeting objectives, technical resources used, and attitudes regarding land management impacts on community well-being. Regression analyses of the survey (N=490) demonstrate that while expense was a significant barrier, lack of knowledge, poor credit, and landowner distance from property were factors affecting ability to make improvements or use the land productively. Landowner race and whether he already receives a land-based income are also correlated with dependent variables. Analyses reveal that race, importance placed on property value, and concern over outsider perceptions strongly influence attitudes toward the impact of land management on community well-being.

Factors Influencing Community Response to Locally Undesirable Land Uses: A Case Study of the Bluegrass Stockyards

Terry Lunsford, University of Kentucky

This paper examines how rural communities make decisions on development and growth policies and programs. Using the Bluegrass Stockyards case, the paper shows how two rural communities in Kentucky, faced with the same proposal, reached very different outcomes in the community decision making process. To analyze this, I use Frame Analysis and Conflict Theory. To gain the necessary data, I utilize multiple methods, including key informant interviews, community surveys, and content analysis.

Preliminary findings suggest that the communities framed the initial issue differently and that this

resulted in the different outcome. The main issues of divergence concentrated on environmental and land use issues. The proposal should have received the same outcome for both of the communities if the decision was based solely on either economic or sociological methods. The decision making effort of each of the communities frames the socioeconomic system (Bluegrass Stockyards) differently, according to development goals.

Using Social Marketing to Understand the Consumer Impact of Lawn Fertilizer

Paul Monaghan, University of Florida

Sebastian Galindo, University of Florida

Each year, Floridians apply more than 35 million pounds of nitrogen to their yards to keep their grass green. Fertilizer use by homeowners is an increasing threat to natural resource sustainability in Florida, where 90% of the population depends on groundwater sources for drinking water and where springs and rivers play an important role in tourism and quality of life. According to the EPA, many of Florida's rivers and watersheds have been impaired due to nitrogen and water quality improvements have been federally mandated. In response, water managers are attempting to understand the variables that influence homeowner behavior when it comes to fertilizer use. This paper will present analysis of several homeowner surveys on fertilizer use conducted by water management districts in the state. A social marketing framework is applied in order to understand the different market segments, the influential secondary audiences and the potential barriers to behavior change that affect water quality in Florida.

Evaluation of the Level of Food Safety Knowledge in Households in Alabama

Krystal Reynolds, Alabama A&M University

Buddhi Gyawali, Alabama A&M University

Hezekiah Jone, Alabama A&M University

The consumption of foods that are not safe has lead to many illnesses, hospitalization and several cases of death. Although the United States has one of the safest food systems in the world, there are constant efforts to continue to improve on existing food safety record. This paper examines the level of knowledge of food safety practices among households varied by demographic characteristics of households in Alabama. The data was derived from the 250 household surveys. The data are analyzed using cross-tabulation, factor analysis, and logistic regression analysis. The results of the logistic regression indicated that age, gender, level of education and geographic locations are significant causes that affect the level of food safety concerns. Determining the consumer knowledge and practice of food safety helps better assist with the education and outreach activities to increase the level of awareness of the importance of food safety.

1:30 P.M. – 3:00 P.M.

PAPER SESSION

Venice Coastal

Regional Development and Quality of Life (5)

Moderator: Glenn Israel, University of Florida

An Ecological Regional Analysis of South Carolina

Ken Robinson, Clemson University
Frank W. Young, Cornell University

This study begins with a comparison of the four geo-historical regions of South Carolina: Lowcountry, PeeDee River, Midlands and Upstate, and finds a curvilinear pattern for the standard indicators of population, density, median income and percent African-American. The PeeDee River and the Midlands are lower than the other two regions, except with respect to percent black, where they show higher percentages. This pattern continues with age-adjusted mortality by race, which are the criterion variables of adaptation for the measures of organization and threat that this version of social ecology explores. The study then uses factor analysis to generate an Urbanization factor, and two measures: Growth and Poverty. Growth was expected to predict mortality negatively and Poverty should predict positively. Regression analysis confirms both predictions but only for each race. This study explores this and other findings.

Analyzing Regime Change Due to Conversion of Industry Classification

David Brian Kimbugwe, Alabama A&M University
Swagata "Ban" Banerjee, Alabama A&M University
James O. Bukonya, Alabama A&M University
Buddhi Raj Gyawali, Alabama A&M University

The conversion of historical industry time-series data from Standard Industrial Classification (SIC) to North American Industry Classification System (NAICS) has in effect caused a shift in regime. The replacement of the existing SIC system by the NAICS has made substantial structural improvements and identifies over 350 new industries. At the same time, it causes breaks in time series far more profound than any prior revision of the SIC system. The implementation of NAICS caused major disruptions in the availability of such time series information, not only for individual industries that are redefined but also for the broad sectors, like services and manufacturing, which we use to describe our economy in everyday conversation. Through statistical significance tests on mean differences, this study uses employment data by sector for Autauga County in Alabama and the United States as a whole for benchmark to test the hypothesis of such a regime change.

Trends of Rural Inbounds and Urban Sprawls in the Southern United States

Anquinette Hill, Alabama A&M University
Buddhi Gyawali, Alabama A&M University
Swagata "Ban" Banerjee, Alabama A&M University
James Bukonya, Alabama A&M University

The causes and consequences of urban sprawl and rural inbound have become major research issues since the past decade. This study investigates the factors associated with urban sprawl and rural inbound in rural and urban counties in the 10 states in southeastern USA. Historical data for 10 years interval (1950 onwards) at the county level was used. Counties are grouped into metro, non-metro, agricultural counties, commuting counties, or retirement counties for understanding population change pattern. Data was analyzed using descriptive statistics, spatial exploration and spatial regression analysis. The preliminary results suggest the increasing trend of residential pockets of minority population in urban areas. Likewise, in-migration in rural counties has occurred more among retirees. Understanding the population change in both rural and urban places is necessary to develop a balanced regional growth approach. Emphasis for increasing rural amenity (jobs, education, and natural resources) is needed to hold rural population or control urban sprawl.

Agricultural Demand Linkages and Growth Multiplier in Alabama Black Belt Region

LaTravis Brazil, Alabama A&M University

Brandi Broughton, Alabama A&M University

The rural non-farm economy is the backbone of the economy of numerous small towns scattered throughout the Black Belt region, as well as the primary source of income and employment. Seen in this light, the rural nonfarm economy will play a key role in determining future prospects for employment growth and poverty alleviation in the Alabama Black Belt region. The objective in this paper therefore is to examine the importance of rural-urban growth linkages in the Black Belt region and estimate agricultural growth multipliers. The analysis uses cross-section data to estimate econometrically the indirect rural employment and income generated by agricultural growth. Two major sections address the study objective. The first examines the importance, composition and location of nonfarm activity, as well as general trends over the past decades. After reviewing previous growth linkage studies, the second section explores the relationship between agriculture and changes in nonfarm activity in the Black Belt region.

Rural Quality of Life and Sustainable Tourism: The case of the Rocky Knob Region of the Blue Ridge Parkway

Nancy McGehee, Virginia Polytechnic Institute and State University

Cari Goetcheus, Clemson University

Jeffrey C. Hallo, Clemson University

John A. McGee, Virginia Polytechnic Institute and State University

The Blue Ridge Parkway has a huge impact on the rural communities through which it passes. The relationship between the Parkway and its adjacent rural communities is complex and includes many aspects of natural, social, cultural and economic stewardship. This paper will report major findings from a study on sustainable rural tourism in Floyd and Patrick counties, Virginia.

Undertaken through collaboration between Virginia Tech and Clemson University, the study incorporates mixed methods research targeting a variety of stakeholder groups, including: current Parkway visitors via surveys and GPS tracking; community stakeholder interviews and workshops; surveys of potential visitors; and digital GIS data. Research results were analyzed through the theoretical lenses of stakeholder and social capital theories to explore seven tourism development scenarios. This identified two scenarios with the greatest potential for sustainability and improved quality of life to the region. Study findings will be used to assist in understanding the Parkway's role in economic development, particularly from the local communities' viewpoint.

PANEL SESSION

Coquina Coastal

Continuing the Journey: The Development of the Black Belt Studies and Leadership Development Program (6)

Organizer: Rosalind Harris, University of Kentucky

Ntam Baharanyi, Tuskegee University

Marcus Bernard, University of Kentucky

Sokoya Finch, Florida Family Network

Rosalind Harris, University of Kentucky

Terrence Thomas, North Carolina A&T State University

Veronica Womack, Georgia College and State University

Dreamal Worthen, Florida A&M University

The Black Belt South region's potential to gain the momentum needed to transform communities

burdened by centuries-old patterns of intersecting class, race, gender, and political oppressions will depend on training creative-innovative leaders equipped with the skills to confront and eradicate these patterns. Moreover, the ongoing training of indigenous leaders to confront these issues will depend on the capacity of the region's higher learning institutions, working in partnership with community and land-based organizations, to create viable mechanisms for developing and institutionalizing the curricula and training modalities to do so. The purpose of this roundtable is to discuss progress made toward establishing the Black Belt Studies and Leadership Development programs within the region and to determine next steps.

3:00 PM – 4:00 P.M.

PAPER SESSION

Coquina Coastal

Asset Building Initiatives and Coalition Building for Low Income Families

(18)

Moderators: Keydron Guinn, Southern University and Rosalind Harris, University of Kentucky

The Earned Income Tax Credit as an Asset Building Strategy for Low-Income Families

Deborah Yeboah, Tuskegee University

Nii O. Tackie, Tuskegee University

Ntam Baharanyi, Tuskegee University

Robert Zabawa, Tuskegee University

The purpose of this study was to examine the use of the Earned Income Tax Credit as an asset building strategy for low-income families. Specific objectives were to (1) identify and describe personal and situational characteristics of low-income families, (2) ascertain whether families file for the EITC or not, (3) assess how families use the EITC, and (4) determine if there was a relationship between EITC filers and non-filers regarding asset building as well as other characteristics. Data were collected through a survey questionnaire from several counties in South Central Alabama where many of the residents have low-incomes and convenience sampling was used. Preliminary results from descriptive statistics show that (1) eligible EITC filers may not be filing, (2) EITC filers may not be using their refunds to build assets, and (3) some respondents are willing to participate in savings programs to build selected assets.

The Impact of Heir Property on African American Land Tenure, Investment, and Agricultural Decision Making in the Alabama Black Belt

Akon Baba, Tuskegee University

Robert Zabawa, Tuskegee University

Mudiayi Ngandu, Tuskegee University

Henry Findlay, Tuskegee University

Heir property is land held jointly by family members of a landowner who has died without a will. The presence of "unclear title" creates uncertainty and insecurity among heir property owners which can result in land loss and the deterioration of rural African American communities. Lack of education and cultural beliefs are contributing factors to the issue of heir property, resulting in institutional barriers with loan assessments or entering product markets. The purpose of this study is to assess the impact of heir property on African American rural land tenure, investment, agricultural decision making and community development. The research area for this study includes the Alabama Black Belt. Data will compare African American landowners with heir property versus titled property. The results show and help identify how heir property affects

agricultural and family land ownership decision making. They also provide valuable data to policy and decision makers regarding heir property management.

Assessing Coalition Building for a More Inclusive Policy Agenda in the Rural South

Ntam Baharanyi, Tuskegee University

Alice Paris, Tuskegee University

Robert Zabawa, Tuskegee University

Jerome Hughes, Tuskegee University

Peter Kanyi, Tuskegee University

Judith Quaye-Wilson, Tuskegee University

Gena Gunn, Washington University-Saint Louis

Sokoya Finch, Florida Family Network

Dreamal Worthen, Florida A&M University

Cornelius Blanding, Federation of Southern Cooperatives

Edward Pennick, Federation of Southern Cooperatives

Melbah Smith, Mississippi Association of Cooperatives

In response to the need to mobilize scholars and experts of color who can address the racial wealth gap throughout the nation, a group of 1890 Land-Grant Institutions and Community Based Organizations from Alabama, Mississippi, Florida and Louisiana have entered in a partnership as a southern strategy for this initiative. Meetings and strategic sessions have been held throughout the four participating states and nationwide with the larger effort. The results of these processes include a Southern Regional Asset Building Coalition and state alliances or coalitions at different stages of development. This presentation gives an update on the engagement of HBCUs and CBOs in specific type of policy efforts, challenges, and lessons learned as to what it would take to have more equitable policies that build wealth in rural communities of the south.

Monday February 8

8:00 A.M. – 9:15 A.M.

PAPER SESSION

Venice Coastal

Extending Research and Information to Small Farmers and the Underserved (7)

Moderator: Marta Hartmann, University of Florida

Preferred Information Channels of Small Farm Owners in Florida for Receiving Educational Materials

Kyle Landrum, University of Florida

Hannah Carter, University of Florida

Glenn Israel, University of Florida

Won Suk Lee, University of Florida

In today's agricultural industry and in rural communities across the country survival often depends on having an edge on information related to the specific markets, efficient allocation of available resources and use of new or innovative farming practices are essential for small farmer operators

(Fedale, 1987, p. 7, ¶ 1). There are more than 49,000 farms in Florida, the majority are classified as small farms (University of Florida IFAS Extension, 2008). The Economic Research Service refers to any farm with less than \$250,000 annual gross sales as a “small farm,” (USDA, 2009). The current situation for Florida small farm operators is that the preferred information channels for accessing educational material pertaining to farming practices are unknown. Since many of these small farms are located in rural areas around Florida, reaching the farmers with relevant and timely educational material can be challenging. This study utilized a quantitative approach; a descriptive survey design approach was used to ascertain the preferred information channels of Florida small farm operators. Of more than 49,000 farmers in Florida, the researcher sampled 888 participants for the study. Some preliminary results revealed certain demographics such as age, industry affiliation, and education level has influence on how small farmers prefer to receive information.

Digital Extension Newsletters Innovative Cooperation and Collaborations

Pete Vergot III, University of Florida

Whitney Cherry, University of Florida

Andrew Diller, University of Florida

Theresa Friday, University of Florida

Judy Ludlow, University of Florida

Carrie Stevenson, University of Florida

Kendra Zamojski, University of Florida

This paper will share a unique and new “Digital Extension Newsletter” project that was designed, developed and continue to deliver articles written by County Extension Agents. County Extension Faculty develop and distribute program newsletters to disseminate information to their clientele. The purpose of the “Digital Extension Newsletter ” was to provide an opportunity for county faculty to develop original publications and creative works; and to develop a district-wide marketing campaign for these new channels of information; to develop common marketing. The objectives were to develop county agent areas of expertise and to develop a virtual digital site for all Extension program areas. Lead county faculty worked with the software developer to utilize a web-based software to complete the project. New virtual extension program websites were developed for all digital channels including newsletters, county fact sheets, video, blogs and social marketing sites.

“The Third Thursday Thing”: Connecting Research Findings with Small Farmers

Marion F. Simon, Kentucky State University

The Kentucky State University “The Third Thursday Thing” is a monthly educational workshop, hands-on, that takes research findings directly to producers in a setting that is comfortable to producers. The program is designed to provide education on sustainable agriculture, agriculture risk management, personal health and farm family risk management, marketing, and alternative enterprises to tobacco. Goals are to introduce new ideas to Kentucky small farmers who are under the severe stress of losing their tobacco income, or who are looking for new affordable enterprises or sustainable production methods. Since 1997, “The Third Thursday Thing” has had nearly 20,000 registered participants. University research and extension staffs, state and federal agencies, non-profits and farmers teach the sessions at the University Research and Demonstration Farm. Researchers, particularly production based researchers, are important contributors because they discuss research findings and introduce farmers to the enterprises that they are researching. Evaluations show that 70-90% of the respondents have used the information.

Agricultural Extension Administrators' Perceptions of Underserved Populations in Agriculture

Paula Faulkner, North Carolina A&T University

Connie D. Baggett, The Pennsylvania State University

Although Cooperative Extension's traditional rural clientele is aging rapidly, growing diverse populations remain under-represented in its programs. This study examined Extension administrators' perceptions concerning underserved populations' participation in agriculture. Agricultural extension administrators representing land grant institutions were participants of this study. Data was collected that addressed items such as the benefits accruing to underserved populations' involvement in agriculture, the reason underserved populations choose not to participate in agriculture, and the type of intervention programs that ought to be put in place to increase underserved populations' involvement in agriculture. The study's findings revealed that respondents believe mentoring is a major strategy that can increase underserved populations' participation in agriculture. Overall, the respondents expressed support for efforts to increase underserved populations' participation in agriculture.

PAPER SESSION

Coquina Coastal

Emancipatory Pedagogy: Structural and Cultural (8)

Moderator: Cheryl Hudec, Sam Houston State University

The Globalization of the Poultry Industry: Tyson Foods and Pilgrim's Pride in Mexico and Beyond

Douglas H. Constance, Sam Houston State University

Alessandro Bonanno, Sam Houston State University

Sujej Vega, Sam Houston State University

Francisco Martinez, Autonomous University of Coahuila

Gilberto Aboites, Autonomous University of Coahuila

The poultry industry was the first of the livestock sectors to industrialize in the United States. While the industry first emerged in the DelMarVa region in the 1930s, by the 1950s the locus of activity had shifted to the South. It was in the South that the vertically-integrate firm based on production contracts became the norm for the industry that persists today. The turkey industry followed this model in the 1970s; the hog industry in the 1980s and 1990s. This innovation, vertically-integrated firms based on contract production, is now also spreading into other commodity sectors both nationally and globally. In fact, it can be argued that the poultry model developed in the US South is "the model of agricultural globalization". This paper briefly traces the development of this model in the US South and then its expansion into Mexico and other parts of Latin America. The paper focuses on the activities of Tyson Foods, Inc. and Pilgrim's Pride, Inc. to illustrate this phenomenon.

Exogenous Issues in Rural Community Development in Developing Countries: A Nigerian Case

Zacchaeus Ogunnika, Virginia State University

This Paper analyses one of the "seen but not always noticed" sources of impediments to rural

community development in Nigeria. The author argues that issues which create the deplorable conditions of development in rural societies are exogenous to the rural dwellers and consequently non rural issues. Following Vidich's arguments in "Small town in Mass Societies" the paper argues that rural societies in developing countries are utilized as arena where power and class are acquired by the elite of the society. In Nyerere's language, the rural dwellers pay the bill for the affluent life of the urban and political elite. In return, however, the rural dwellers are blamed for their predicament. Some quarters blame them for being ignorant, not enterprising and not ready to be modernized. This paper refers to all these accusations as "victim blaming". The author disagrees with the views of the modernization theories which traced the cause of rural dwellers' underdevelopment to the rural dwellers' ignorance, traditionalism, and inability to adopt innovations. Rather it agrees with the realist school that conditions external to the rural institutions, which are being dictated by the power elites, are the major causes of rural conditions. The paper then proceeded to an empirical analyze the roles of exogenous conditions and non rural issues in Nigerian rural society.

The Relevance of the "N" word in Rural American Society

Professor Kimora, John Jay College of Criminal Justice

The use of the "N" word by some people is destructive to rural American society. The term carries a strong connotation of personal worthlessness, which makes it so highly pejorative. Today, unless the "N" word is used very cautiously, its implications of racism are so strong that use of it is a social taboo in English-speaking countries. Through the use of a focus group study that was conducted in a drug-treatment program based in the Bronx, New York, the relevance of the "N" word can be related to rural schools. In addition, the historical and political implications of the derogatory term will be analyzed for use in community building across the rural South. Finally, cognitive behavioral interventions, as well as various forms of coaching and education will be introduced to eliminate the use of the negative term "N" word in the rural areas of America.

The Social Construction of Rural Lesbian Identity

Margaret Cooper, Southern Illinois University

This article discusses and analyzes the experiences of lesbians who live in the rural Midsouth. Women share their strategies for dealing with stigma, the potential of discredited identities and techniques of information control. In addition, respondents discuss the construction and presentation of gender identity in rural settings. The role of gender is discussed in their childhoods, adolescence and formative years, and finally, how they construct identity in their current lives. While there has been increased interest in gay and lesbian lives, most of this research has focused on those living in urban gay enclaves. In this article, rural women tell their own stories of both of joys and obstacles of their everyday lives, while sharing their strategies for identity management. In addition, they share why they prefer the rural life and how they construct identity both as lesbians and as members of rural communities.

Walking the Academic Activist Tightrope: Stoking the Sociological Imagination within Rural Community Grassroots Organizing

Lisa M. Conley, University of Kentucky

Community organizing and change at the grassroots level is vital to improving the quality of life in rural areas. Singular focus on the individual and local level, however, can ignore larger structural constraints. Alarming personal interactions with community organizers demonstrated a lack of

macro-level understanding within rural community organizers. In turn, I asked, “What strategies encourage a macro- level analysis for people unfamiliar with the social sciences without diminishing agency and increasing alienation?” In essence, how can academic community organizers respectfully stoke the sociological imagination in the current political climate? The works of Paulo Freire and bell hooks address this issue through emancipatory education and radical pedagogy. On the current national level many possible solutions to poverty and inequality are rendered unexamined due to fear tactics and conspiracy theories. Thus, the dialogue this paper seeks to spark is particularly timely for all rural and non-rural lives.

9:30 A.M. – 10:45 A.M.

PAPER SESSION

Venice Coastal

**Agricultural Development Alternatives and USDA/1890
Program Opportunities ⁽⁹⁾**

Moderator: Andrew Zekeri, Tuskegee University

A Qualitative Overview of the Nascent Grape and Wine Industry in North Carolina

Victor Ofori-Boadu, North Carolina A&T University

Osei Yeboah, North Carolina A&T University

Joy Bhadury, University of North Carolina-Greensboro

Kathryn Dobie, North Carolina A&T University

Samuel P. Troy, University of North Carolina-Greensboro

Nicholas Williamson, University of North Carolina-Greensboro

North Carolina has seen a consistent decline in Tobacco production which used to be the leading cash crop cultivated in the state. The tobacco industry supported most rural families and economies and therefore its decline has had adverse effect on rural North Carolina especially among small tobacco farmers who are most vulnerable. An emerging industry that could substitute for the loss in tobacco in rural North Carolina is the grape and wine industry. The North Carolina grape and wine industry has grown rapidly over the past decade and there are expectations for a continuous growth. In the US, wine has gone from being a beverage of an elite segment of the market to becoming a mainline beverage (Oches, 2009). This qualitative study provides an overview of the structure of the wine and grape industry and identifies the needs and challenges facing the viability of the Industry.

Benefits of Adopting Pigeon Pea as Niche Crop by Farmers

F. Tegegne, Tennessee State University

R. Bullock, Tennessee State University

S. Singh, Tennessee State University

D. Duseja, Tennessee State University

E. Ekanem, Tennessee State University

E. Williams, Tennessee State University

Pigeon pea is a leguminous crop produced in different parts of the World. It can be grown on marginal land and has nitrogen fixing ability. Its high protein content makes it nutritionally valuable consumed instead of meat and similar products. In the global context, India is the largest producer and consumer of pigeon pea. Other Asian and African countries also produce the crop. Its

production in the United States has yet to take root. The crop can be grown for human consumption as well as for forage. Field research conducted at Tennessee State University and by some farmers show that the crop can be grown in the state. Preliminary market assessment also shows that it could fetch premium price with the fresh (green) product commanding higher price than the dry one. Given the above, farmers in other states can adopt pigeon pea as a niche crop with appropriate modification to enhance their viability and that of communities in which they are located.

Is Hydroponics a Feasible Alternative Enterprise in Alabama?

Irene Nabulime, Alabama A&M University

Joseph Befecadu, Alabama A&M University

Hezekiah S. Jones, Alabama A&M University

Swagata “Ban” Banerjee, Alabama A&M University

Alabama small farmers are experiencing difficulty maintaining a profitable agriculture enterprise due to uncontrolled environmental conditions. Alternative enterprises would increase their net farm incomes. One potentially profitable enterprise is hydroponic lettuce production, since it can be produced in a controlled environment. To determine if the greenhouse hydroponic lettuce is profitable, the Net Present Value (NPV) Method was used. Results show it is a profitable investment (NPV of \$41,380) for a 10% expected rate of return. Enterprise budgeting analysis determined it to be a financially feasible enterprise as well. Leverage (debt/equity) ratios of 3.0 and 1.5 were used to examine the effects of debt or financial feasibility on investment. As expected, the investment with a 1.5 leverage ratio had larger surpluses with more feasibility, i.e., it had a lower amount of debt capital and larger inflows at the investor's disposal.

1890 Funded Program: A Tool for Rural Economic Development

Edgar Lewis, USDA, Rural Development—Cooperative Programs

Presentation will review the USDA sponsored 1890 program devoted to rural economic development programs.

PAPER SESSION

Coquina Coastal

Educational Challenges and Rural Children (10)

Moderator: Leanne Avery, State University of New York-Oneonta

Rural Local Effect on Student Science Achievement

Alexa J. Lamm, University of Florida

Glenn D. Israel, University of Florida

Brian E. Myers, University of Florida

Sebastian Galindo-Gonzalez, University of Florida

With technological advancement driving the global economy, the need for professionals skilled in both math and science has become increasingly important. Policymakers are concerned that the supply of Americans with these skills will fall short of the global demand since U.S. students are reporting lower levels of achievement on standardized science tests when compared to their peers in other OECD countries. In addition, a number of studies have shown rural location is associated with lower student achievement on standardized tests. The purpose of this study was to examine

the effects of community location on 11th grade student standardized science test scores. Using rural urban continuum codes, 11th grade FCAT science scores were examined through hierarchical linear modeling. These models revealed Florida students attending schools in non-metropolitan counties adjacent to metropolitan counties with less than 20,000 residents scored significantly lower than those residing in metropolitan areas. These findings pose significant challenges for policy-makers, as well as for parents and educational professionals.

Opportunity to Learn and the Rural Math Achievement Gap During the Last Two Years of High School

Edward Reeves, Morehead State University

Roscigno and Crowley (2001) have shown that rural high school students have lower academic achievement and succeed in graduating less often than their nonrural counterparts. They attribute these findings to educational resource and investment deficiencies among rural families and schools. The present study takes up this same theme but with a narrowing of the focus. The Educational Longitudinal Study of 2002-04 database is used to investigate reasons for the rural achievement gap in mathematics that occurs during the last two years of high school. My approach is to focus on opportunity-to-learn factors. Two such factors are proposed to have potentially large effects on math achievement. These factors are (1) student persistence in the math course taking pipeline and (2) the quality of the math instruction. My findings show that the rural achievement gap is largely attributable to persistence in the pipeline. Surprisingly, the evidence suggests that the quality of math instruction is not inferior in rural high schools. Factors that influence persistence in the math course taking pipeline are also identified.

Valuing Local Knowledge in Rural Science Education

Leanne M. Avery, State University of New York-Oneonta

The aim of this study is to document and classify children's local rural science and engineering knowledge and to understand how this knowledge relates to the science classroom. Findings from photodocumentation interviews with elementary school children from high-need rural schools are presented. These findings suggest a disconnect exists between the science and engineering knowledge children have acquired in places outside of school and school science. These findings also show that children do possess significant science and engineering concepts that relate to the current national and state science standards. A new concept, Children's Local Knowledge in Science and Engineering (LRK), is presented along with an argument for anchoring school science within the framework of children's local knowledge in science and engineering.

Working with Young Children Manifesting Challenging Behaviors: Rural Childcare Providers' Experiences

Donna Long, University of Maryland-Eastern Shore

In increasing numbers young children are engaging in behaviors that adults label challenging especially when those behaviors interfere with learning and socialization. Many early childhood associations affirm that challenging behaviors must be addressed systematically and early to support positive outcomes. While both childcare and Head Start settings serve as ideal opportunities for identifying children and facilitating early childhood mental health services, rural childcare providers may lack the knowledge and skills necessary to intervene. Further, providers' knowledge of, use and access to early mental health resources may be limited. A descriptive mixed method survey research study determined how rural childcare providers addressed challenging behaviors manifested by preschool children in their care and the types of interventions

implemented to improve the condition of young children's early mental health. Recommendations from the research include advanced provider training, implementation of strength-based social/emotional assessments and curricula, and equal access to local resources and support systems.

11:15 A.M. – 12:45 P.M.

SRSA LUNCHEON AND PRESIDENTIAL ADDRESS

Poolside Pavilion

**Connecting Theory with Practice: The Quest for Improving
Rural Quality of Life ⁽¹¹⁾**

SRSA President:

Terrence Thomas, North Carolina A&T State University

1:00 P.M. – 2:15 P.M.

PAPER SESSION

Venice Coastal

**Poverty, Employment, and Katrina:
Quality of Life Baselines and Policy ⁽¹²⁾**

Moderator: Paul Monaghan, University of Florida

***Addressing Poverty in the Black Belt Region of Southeastern U.S.:
Community Action and Programs***

Terrence Thomas, North Carolina A&T State University

In the Black Belt Region (BBR), deficiencies in the provision of services have led to the emergence of local community action as an important means for addressing endemic poverty in the region. This study reports on the initiatives of community-based organizations designed to address poverty in the BBR, the challenges confronting CBOs working to address poverty and the status of collaborative activity. The study conducted a telephone survey of 344 community action agencies operating in BBR, response rate was 35%. Results indicate that of the many challenges confronting communities, only health services, affordable housing and adult literacy are addressed by CAAs' current program portfolio. A slight majority of CAAs report that they are dissatisfied with their ability to adjust their budgets to meet emerging needs. A higher percentage of CAAs collaborate with state and federal agencies and other CBOs than with businesses and universities.

***Describing the Rural Working Poor in the ArkLaMiss Region: Policy
Implications for Addressing Poverty***

Leslie T. Grover, Southern University and A&M College

One of the least examined populations in current efforts to address poverty in rural areas is the working poor. Understanding this population of low-income rural workers may not only provide clues to more effective policies, but also a greater understanding of the pockets of severe poverty that still exist in areas such as the southern U.S. Using American Community Survey data, this study examines the working poor in one of the most rural impoverished sections of the nation: The

ArkLaMiss region. The three states composing this region -- Arkansas, Mississippi and Louisiana -- not only have some of the nation's highest rates of poverty, but also struggle to provide employment opportunities to many of their residents. This descriptive study compares the working poor in the states to both their unemployed and near poor counterparts to gain a better understanding of the working poor population in chronically impoverished areas.

Three Years Later: Experiences of Families Affected by Hurricane Katrina in Alabama Gulf Coast Counties

Andrew Zekeri, Tuskegee University

On August 29, 2005, Hurricane Katrina made landfall along the coasts of Alabama, Mississippi and Louisiana. Since then, for people in the Gulf Coast, Katrina epitomizes the stark images of pain, suffering, and devastation caused by the storm. The massive displacement, homelessness, and overall trauma experienced by survivors of Hurricane Katrina will require monitoring for years to come. Based on 17 months of intensive ethnographic study of 123 African American families affected by the hurricane, the purpose of this paper is to examine their well-being and determine how they are faring three years later. Results showed that some of the families are losing direction with no clear path to recovery and losing what faith they might had in public authorities and their own government. African American families have multiple ways to manage and sustain their kin networks, however profound the challenges.

Visualizing Hope: A Community-Based Assessment of Health and Housing Four Years after Hurricane Katrina

Anna M. Kleiner, Southeastern Louisiana University

Carley Jefcoat, Delta State University

John J. Green, Delta State University

JoLynn P. Montgomery, and Dana Thomas, University of Michigan

Vulnerable Mississippi Gulf Coast Communities continue to work toward redevelopment over four years after Hurricane Katrina, while community based nonprofit service providers strive to build the social, economic, and political resiliency of these communities, as well as their own organizational effectiveness. Achieving resiliency involves frequent assessment and understanding of people's health and well-being, as well as that of the built environment, such as housing. Based on community-level "participatory" action research strategies we have implemented in this region since the hurricane, we report on a recent door-to-door survey project collecting data from residents in several Gulf Coast communities. Analysis explores self-reported health status and associated measures as indicators of individual and collective well-being. Results from bivariate and multivariate analyses are presented using a risk and resiliency conceptual framework.

Rural Families Speak About Family Health Challenges to Sustained Employment

Jessica Kropcznski University of Kentucky

Patricia H. Dyk, University of Kentucky

Drawing from the NC1011 Rural Families Speak project, a multi-state research project that examines rural, low-income families with children in their individual, familial, and community contexts, a sub-sample of this project was used focusing on families from Appalachian communities. Previous quantitative analyses have revealed that children's injuries or illness had an effect on mothers' consistent employment, while partner's health challenges were most strongly correlated with their own health barriers. Using qualitative case studies from families in this study, this paper examines how health challenges faced by adults and children affect the ability to attend

work and school.
PANEL SESSION

Coquina Coastal

**Public Talk, Public Action: Advancing Civic Capacity to Tackle
Tough Issues** (13)

Panelists:

Wynne Wright, Michigan State University
Bo Beaulieu, Mississippi State University

Helping communities examine public issues -- such as land use, water quality, education, food access, health care, poverty, and economic development -- can be challenging to Extension professionals. Without question, many of these issues can be complex and can cut across a range of academic disciplines and public values. They can result in contentious discourse that causes rancor and fragments communities. Reaching consensus on how best to address these public issues is tough work, especially in an increasingly contentious and politically divisive environment. If land-grant university Extension educators are to survive and thrive in this difficult setting, they must possess the skills needed to employ citizen-centered approaches in their work with communities and individuals.

This session will introduce participants to a new national Professional Development Community of Practice (PDCoP) team being organized under the banner of the National eXtension system. The presenters will showcase the plans being launched in 2010 to identify and organize land-grant faculty across the South and nation who are interested in, and committed to advancing the capacity of to use public dialogue, deliberation, and action strategies that can help residents make sound public choices amid uncertainty and conflict. Moreover, the session will showcase one of the new efforts being launched in the South title, "Turning the Tide on Poverty: Building a Better Community Together," an initiative being supported by the Kettering Foundation, the Farm Foundation, and Everyday Democracy.

2:30 P.M.—3:45 P.M.

PAPER SESSION

Venice Coastal

Rural Health and Food Ironies (Insecurity, Obesity) (14)

Moderator: Nancy Gard McGehee, Virginia Tech University

***African American Mothers Living with HIV/AIDS in Alabama's Black Belt:
HIV/AIDS Conspiracy Theories and Food Insecurity***

Andrew Zerkeri, Tuskegee University
Rueben C. Warren, Tuskegee University

Although the HIV/AIDS epidemic in African American communities is a continuing public health crisis for the United States and the importance of addressing conspiracy theories in HIV/AIDS prevention initiatives among African American population has been acknowledged by researchers, yet little is known about the prevalence and correlates of HIV/AIDS conspiracy theories among African Americans living with HIV/AIDS. Further, African American mothers experience household food insecurity three times the rate of white mothers. The purpose of this study is to examine the

prevalence of HIV/AIDS conspiracy theories and food insecurity among African American mothers living with HIV/AIDS accessing antiretroviral therapy in Alabama's Black Belt. Descriptive statistics and multiple regression analyses will be used to identify predictors of the conspiracy theories and food insecurity. Implications of the findings for identifying barriers to effective prevention efforts in the 21st century will be discussed.

Determinants of Household Food Insecurity Among HIV-Positive Women in Alabama's Black Belt

Andrew Zekeri, Tuskegee University

Little is known about the prevalence and correlates of household food insecurity among HIV-Positive women. The goal of this study was to understand better the prevalence and determinants of food insecurity among 285 HIV-Positive women accessing antiretroviral therapy in Alabama. A cross-sectional study was performed at Montgomery Aids outreach Clinic, a region-wide source of free-of-charge antiretroviral medications. Food insecurity was assessed using the 18-item U.S. Household Food Security Survey Module.

Results showed that 39% of the women were from food insecure households. Results also revealed that income and food stamp receipt were significant predictors of food insecurity. The results are of interest to policymakers and program managers who address food security issues in the rural south.

Obesity in Rural America: Our Cause for Concern

Thessalenuere Hinnant-Bernard, University of Maryland-Eastern Shore

Nina L. Bennett, University of Maryland-Eastern Shore

Donna Long, University of Maryland-Eastern Shore

Most would agree that overweight and obesity are critical health issues. Obesity, once considered an urban, adult issue is now a rural, childhood issue. Active lifestyles are no longer accurate depictions of rural America. Rural children (10-17) have a 15% higher rate of obesity than their counterparts and nearly one-third are overweight or obese. Less walking, reduced opportunities for physical activity, lower incomes, higher cost for fruit and vegetables, and sedentary lifestyles are all contributors. The prevalence, cost and health effects, especially in children, make this a health and public policy issue.

As a part of a recently funded proposal at the University of Maryland Eastern Shore, a group of faculty in the Department of Human Ecology will study current influences on the dietary patterns and activity levels of children in child care centers on Maryland's Eastern Shore, all of which are in rural areas. The goal of the study is to create best practices for promoting healthy eating and physical activity in both childcare centers and the home.

Educating Rural Citizens on Advance Directives through Extension

Keydron Guinn, Southern University

Just as in more urban areas, there is oftentimes infighting among families at the time of a relative's incapacitation or death in rural areas. Cultural lag has seemingly impacted the scope and depth of rural health education related to end-of-life planning and advance directives.

Extension is afforded a unique opportunity to educate rural citizens on advance directives and end-of-life planning. This would not only broaden the scope of Extension services, it would simultaneously help to yield a clientele who are more likely to make informed health and family decisions. Unlike other industries/organizations, Extension can serve to buffer such a lag given the inroads and invaluable relationships that exists.

This work provides examples from the literature, as well as a comprehensive program for incorporating end-of-life education, particularly advance directives, as a health component of Extension Service.

PAPER SESSION

Coquina Coastal

Agricultural Development Alternatives and Co-op Development

(15)

Moderator: Edward Reeves, Morehead State University

Observing Biofuel Industry Trends through Media Analysis

Janice Dyer, Auburn University

Conner Bailey, Auburn University

Over the past several years the bioenergy industry has proven to be volatile, filled with announcements of research breakthroughs, openings (and closings) of biorefineries, investment decisions, bankruptcies, and heated debate concerning impacts on food and larger environmental systems. In the midst of these developments, and often driving them, are controversial policies and mandates. As awareness of energy issues has increased significantly, the media has undoubtedly played a role in shaping as well as reflecting public perceptions. This paper traces the evolution of public thinking on biofuels (renewable liquid transportation fuels) from 2007 to 2009 through the lens of print media, using a national paper, a regional (Southeast) paper, and three important state papers in Alabama to document trends in coverage, recurring themes, and tone. Special attention was paid to articles detailing corporate happenings, offering insight to the overall trajectory of this emerging industry with the potential to revitalize rural America.

Transitioning Tobacco Farms in Rural Virginia to the Production of Alternative Enterprises

Fidelis Okpebholo, Virginia State University

A major traditional crop produced by farmers in rural Virginia is tobacco. With the deteriorating market situation for tobacco products, there is need for these farmers to diversify and transition to the production of more stable and economically viable alternative enterprises. To address this need, the Small Farm Outreach and Technical Assistance Program at Virginia State University has identified and provided research-based information, training and technical assistance on production and marketing of several alternative crops/livestock. The goal is to enhance the economic well-being and improve quality of life for these farmers and their communities. Resources: Mobile computer lab, specialists/agents, research/ demonstration farm etc. Method used in delivering programs is holistic. Farmers were trained on financial and business planning, production, and marketing of high value alternative enterprises. This project has, and continues to revive and strengthen the rural Virginia communities that relied on tobacco as their main source of income.

Economic Benefits of Simultaneous Production of Pine Sawlogs, Forage, and Meat Goats on Small Farms in the Alabama Black Belt Region

Brandi Broughton, Alabama A & M University

LaTravis Brazil, Alabama A & M University

Small and limited resource farmers and landowners in the Alabama Black Belt region face many

challenges as they seek to make their farms and forestlands profitable, productive and environmentally sustainable. A host of problems—farmland conversion, urbanization pressures, reductions in water quality and availability, soil erosion, irregular cash flows, and increased government regulation—make managing family farms or forestland a difficult task. In response to these challenges, many farmers and landowners are considering agroforestry as an opportunity to increase land productivity and to improve their cash flows by combining income from agriculture, forestry, and animal production on the same piece of land. The objective in this paper was to conduct economic evaluations of agroforestry practices so that landowners, extension personnel, and other decision makers can correctly assess the potential of agroforestry practices among the many land-use options. The data analyzed were collected from a four year silvopastoral study conducted in the Black Belt region, on the property of the Federation of Southern Cooperatives in Epes, Alabama.

Agricultural Cooperative Development Projects in the Rural South: The Cooperative Development Process

William Brockhouse, USDA, Rural Development-Cooperative Programs

This is a presentation on cooperative development projects in North Carolina, South Carolina, and Florida. The focus will be on describing the cooperative development process and the potential benefits for local residents.

Small-scale Local Food Governance: Informal Modes and Multi-scale Linkages

Jenifer Buckley, Michigan State University

James Bingen, Michigan State University

This paper describes a case study of a non-profit kitchen incubator in rural Michigan that assists entrepreneurs in developing food products. Interviews with clients, staff and others raised issues of governance, indicating that informal networking and personal values play a prominent role in defining and driving collaborations and economic priorities. Much food governance literature addresses larger supply chains and formal instruments such as contracts, and does not address many of the opportunities and challenges that small rural processors face. In addition, although this study reveals elements of a small-scale local food system, clients remain connected to conventional systems at many scales. Their nascent supply chains cannot be characterized as either exclusively small-scale or local. We therefore explore perspectives on informal modes of governance as well as multi-scale linkages, arguing that such concepts can help sharpen theory and practice related to localized food and rural development. We discuss ways in which this incubator provides a model for cultivating such forms of governance.

4:00 P.M.—5:00 P.M.

PAPER SESSION

Venice Coastal

Historical Analyses of Policy Struggle and Implementation (16)

Moderator: Peter Vergot, University of Florida

Sustainable Agriculture Standards in the United States: From SARE to Organics to the Controversy over GMOs

Douglas H. Constance, Sam Houston State University

Sustainable agriculture initiatives in the United States emerged as part of a growing critique of the negative environmental consequences of unquestioned “modern” farming methods. Early programs such as the Soil Conservation Service in the 1950s were followed by the Environmental Protection Agency in the 1970s, which began to regulate agriculture. The USDA/Sustainable Agriculture Research Education Program created in 1990 and the National Organics Program created in 2002 are the current government-sponsored programs in support of sustainable agriculture. Very recently, more market-based approaches to develop sustainable agriculture standards have emerged in the form of the Leonardo Academy/American National Standards Institute project and the Keystone Group initiative – Field to Market: The Alliance for Sustainable Agricultural Outcomes. This paper researches the political economy of the development of sustainable agriculture programs and initiatives and finds a protracted and contested process. Most recently, the issue of the inclusion of genetically-modified organisms as part of the proposed US standard has emerged as the key battle over the definition of the standard.

Rural School Cafeteria Workers and USDA School Meal Programs: Dependency and Deskilling

Cheryl L. Hudec, Sam Houston State University

What is the relationship between the USDA school meal programs and the skills of the cafeteria workers in rural schools? The federally-provided school meal programs have been studied regarding health and obesity issues related to poor food quality; however, the role and skills of the school cafeteria worker have been overlooked in such research. To document changes in, and the current status of, the skills of rural cafeteria workers, this study employs a combination of document analysis of historical reports and focus groups and in-depth interviews with cafeteria workers and food service administrators in rural school districts in Texas. The research searches for indications that policy and program events derived from the historical analysis are associated with the patterns identified within the primary data relating to the type of work done. Themes expected to emerge involve the amounts and nature of mind and body work overtime in relation to policy and program changes overtime.

Sustainability, Justice, Health? Marketing of Ethical Eating in Kentucky

Keiko Tanaka, University of Kentucky

The existing literature in food and agriculture studies suggests that diverse ethical concerns and moral values motivate both producers and consumers to forge face-to-face market relationships. Using the case of Kentucky, this study examines different types of organizational vehicles that aim to promote ethical eating and local food economy. The three vehicles under our analysis include: Kentucky Proud program of the Kentucky Department of Agriculture, the Locally-Integrated Food Economy of the Community Farm Alliance, and Community Supported Agriculture. In each organizational vehicle, however, the interaction between producers and consumers is arranged differently. In the presentation, we will explore both theoretical and methodological issues to analyze the effect of organizational arrangements on ethical eating.

PAPER SESSION

Coquina Coastal

Sociological Smorgasbord of Late Submissions: Rural Quality

of Life and Sustainability (17)

Moderator: Patricia Dyk, University of Kentucky

Retail Resiliency: A Multi-State Qualitative Assessment of Recoupling and Organizational Survival of Rural Retailing

Vanessa Prier Jackson, University of Kentucky

Leslie Stoel, The Ohio State University

Jennifer Maloney, University of Kentucky

A community level field/case study methodology was conducted to explore the rural community environment, norms that either encouraged or discouraged resiliency, and how rural retailers and community leaders facilitated response to change and community growth and vitality. Study participants included local retailers and community leaders in eight communities in six states. According to the qualitative research, the internal scripts related to re-coupling of retailers include: business strategies, business characteristics, attitude toward the future business growth, and business as a destination. The external scripts include: business involvement in the community, community changes the business, customer value, and community as a destination. Organizational survival factors related to re-coupling of retailers include: attitude to future business growth and attitude toward planning.

A Case Study Evaluation of Community Wind Energy Project Promotion

Alan Borst, USDA, Rural Development-Cooperative Programs

Conventional electricity generation with fossil fuels has created significant environmental, health, and energy security problems. Renewable energy technologies have been actively promoted in recent times as a policy alternative. Wind energy is the most competitive and fastest growing of these technologies. Most US wind energy projects are large-scale and absentee-owned. There is considerable evidence that community wind energy projects – those that are at least partially owned by local residents or businesses – contribute significantly more to local rural economic development. Some state governments have enacted public policies and programs to promote community wind energy project development. The extent to which some of these policies and programs have successfully diffused wind energy innovations among rural communities will be examined in a case study analysis. The connection between the theoretical framework underlying these programs and their performance will be explored.

Housing Issues in Rural Communities

Thessalenuere Hinnant-Bernard, University of Maryland Eastern Shore—Princess Anne

Rural communities face a number of issues, but none more prevalent than that of housing; more specifically, housing affordability, availability, and the ever present phenomenon of abusive subprime lending. Although availability and affordability are not new housing issues, the current state of the economy creates an even more dismal outlook in areas already identified as “housing-challenged”. There is also concern regarding the amount of abusive subprime lending (predatory lending) that has occurred and still occurs in rural communities today. Even though several laws have produced very positive results there is still concern for the amount of abusive lending that still persists, especially in financially-restricted communities such as many rural communities. Often perceived as an urban issue, abusive subprime lending creates major problems for rural communities. Lacking access to financial alternatives, rural residents are susceptible to a range of predatory financial institutions and products that charge excessive fees and diminish their ability to

save and build wealth. Discussions regarding strategies to reduce housing costs, increase resources to low and moderate-income households, and to educate citizens about housing issues such as predatory and abusive subprime lending are needed now more than ever.

Women's work in the traditional rural economy

Susan Machum, St. Thomas University, New Brunswick, Canada

Farming, fishing and forestry were the economic industries around which most rural communities in Canada were created and built. And while these industries continue to generate a significant amount of the country's GDP, their size and stature within the rural countryside has been diminished as rural populations increasingly commute to urban jobs and/or engage in rural manufacturing. Certainly this shift in employment practices gave women the opportunity to pursue a multitude of careers. Yet many women have consciously opted to work within the primary sector engaging with the 'traditional rural economy' as farmers, fishers and professional foresters. Others become major contributors and workers within these industries via marriage.

This paper explores the roles and participation of women within the traditional rural economy. To date most research tends to focus on one sector exclusively rather than understand these primary industries as fundamentally engaged in similar undertakings. This paper calls for such an approach by examining the similarities and differences in the farming, fishing and forestry literature on women's multivariate participation in these industries. It provides a comprehensive literature review of women's work in the primary sector to illustrate the need for a more comprehensive approach than sector silos generate.

Does the 'The Theory of Knowledge' Work in the Field of Ecological Sustainability? Issues and reflections in a rural tribal village in India

Sarmishta Pattanaik, Indian Institute of Technology-Bombay

Sociology as a discipline uses its theoretical principles to explain how it works in order to close the schism between theory and practice. In this context, I will attempt to present this paper with some existing sociological knowledge and theories that led to the use of this knowledge by the practitioners in the field on the rural community through the intensive survey as an exemplar of how theory, method and application should work together. Attempt will be made to show how the use of theory in the rural natural field setting in an Indian village and among the tribal community helps in understanding the 'applied sociological knowledge' in the form of restoring natural resources viz land, forest and water as well as maintaining ecological sustainability in their natural surrounding. I will present the case study of my own research in a village in India that could help explain both the importance of practice in sociological research theory, and conclude with some pragmatic suggestions for integrated training in theory and practice for restoring rural ecology and improving community life.