

SOUTHERN RURAL SOCIOLOGICAL ASSOCIATION ANNUAL MEETING

***“Beyond Sociology: Enunciating Multiple Perspectives
on Rural Social Problems”***



**February 4-7, 2012
Birmingham Jefferson Conference Center
Birmingham,
Alabama**

**Southern Rural Sociological Association Annual Meeting
February 4-7, 2012**

**Birmingham-Jefferson Convention Complex
Birmingham, Alabama**

***“Beyond Sociology: Enunciating Multiple Perspectives on Rural
Social Problems”***

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SUNDAY, FEBRUARY 5

7:45 A.M. – 3:30 P.M.

REGISTRATION

**East Mtg. Room
Ballrooms Lobby
(First Floor)**

8:30 A.M. – 9:30 A.M.

SRSA EXECUTIVE COUNCIL MEETING

**East Mtg. Room B
(First Floor)**

9:45 A.M. – 11:00 A.M.

PANEL DISCUSSION

**East Mtg. Room B
(First Floor)**

**Scholarship in Service to Change in the Black Belt South:
The Legacy of Dr. Ronald Wimberley**

Organizers:

Rosalind Harris, University of Kentucky
Maureen Mullinax, Xavier University

Participants:

Marcus Bernard, University of Kentucky
Dreamal Worthen, Florida A&M University

PAPER SESSION

**East Mtg. Room C
(First Floor)**

Growing and Mobilizing Community Resources

Moderator:

Danyelle Starks, Alabama A&M University

**Examining the Relationship between Rural Economic Growth and Entrepreneurial Activity
in Alabama**

Danyelle Starks, Alabama A&M University
Morgan Pettway, Alabama A&M University

Community Capitals and Local Development Efforts after Hurricane Katrina

Andrew A. Zekeri, Tuskegee University

**Educating Extension Clientele: Serving Multiple Extension Audiences by Integrating the
Use of Social Media and Digital Tools**

Pete Vergot III, University of Florida IFAS Extension

Judy Ludlow, University of Florida IFAS Extension
Whitney Cherry, University of Florida IFAS Extension
Theresa Friday, University of Florida IFAS Extension
Carrie Stevenson, University of Florida IFAS Extension
Kendra Zamojski, University of Florida IFAS Extension

Leadership and Engagement for County Forestry Associations: A Case Study in Mississippi

Jason Gordon, Mississippi State University Extension Service
Rachael Carter, Mississippi State University
Reba Bland, Mississippi State University Extension Service

Developing Community-Based Leadership Program with Leaders from East Tennessee

Bryan Patterson, University of Tennessee

LUNCH BREAK (on your own)

12:30 P.M. – 1:45 P.M.

POSTER SESSION

**East Mtg. Room
Ballrooms Lobby
(First Floor)**

Pre-Entry Competencies and Field Degrees of Florida Extension Agents

Matt Benge, UF/IFAS Alachua County Extension Service
Amy Harder, University of Florida

Amplifying the Voices of Socially Disadvantaged Producers Toward Identifying Solutions of Root Causes of USDA Exclusions

Anna M. Kleiner, Southeastern Louisiana University
John J. Green, University of Mississippi
Elliot Meador, University of Missouri
Lorette Picciano, Rural Coalition
Bryn Bird, Rural Coalition
Angela Adrar, Rural Coalition

Determinants of Obesity in the Southern Black Belt Region of the United States

Kelly Meadows
Benjamin Gray
Terrence Thomas

Influencing Agricultural and Educational Policies in both Rural and Urban Communities Through Agricultural Education

Savannah F. Robin, University of Kentucky
Jonathan A. Tubbs, University of Kentucky

Food Disparity: A Glance at a Navajo Reservation

Wiepie Rojas. Abilene Christian University

Cultural Immersion: Classroom and Field Applications for Agriculture Professionals

Jonathan A. Tubbs, University of Kentucky
Bryan J. Hains, University of Kentucky

Rural Education: Acclimating Pre-service Agriculture Teachers to Diverse Student Populations

Jonathan A. Tubbs, University of Kentucky
Savannah F. Robin, University of Kentucky
Bryan J. Hains, University of Kentucky

Breaking Barriers for Beginning Hispanic Farmers and Ranchers

Teresa Duch-Carvallo, Texas A&M University-Commerce
Jose Lopez, Texas A&M University-Commerce
Bareshka Brenes, Texas A&M University-Commerce
Robert Williams, Texas A&M University-Commerce

2:00 P.M. – 3:30 P.M.

PAPER SESSION

**East Mtg. Room B
(First Floor)**

Community Perspectives on Sustainability

Moderator:

Gene L. Theodor, Sam Houston State University

Decisions about Nitrogen Fertilizer Use and Obstacles to its Efficiency

Rebecca L. Schewe, Mississippi State University
Diana Stuart, Michigan State University

A Big Fracing Mess: An Examination of Public Perception of Hydraulic Fracturing

Michelle L. McGuckin, Sam Houston State University
Robinson Schariah, Sam Houston State University
Gene L. Theodori, Sam Houston State University
Cheryl L. Hudec, Sam Houston State University

When Environmental Activism does not Activate Concern: The Case of Impaired Water Quality in Two Rural Communities

Anjel Stough-Hunter, The Ohio State University

Achieving a Sustainable Waco: Initial Observations, Obstacles, and Strategies

Brooklyn J. Wynveen, Clemson University

Exploring the Role of Agriculture-related Service Providers Fostering Healthier Communities through Farm-to-School Programs

Matthew C. Benson, Virginia Tech

PANEL SESSION

**East Mtg. Room C
(First Floor)**

Rural Health Part 1.

Organizer & Moderator:

Jin Young Choi, Sam Houston State

Participants:

Household Food Insecurity Is Associated with Poorer Health among Single Mothers in Alabama's Black Belt Counties.

Andrew A. Zekeri, Tuskegee University

Race and Place as a Fundamental Social Cause: Obesity among Rural African Americans in a Black Belt State.

Marcus Bernard, University of Kentucky

Erin Pullen, University of Kentucky

Brea Perry, University of Kentucky

Children and Obesity Risk: Rural Residence Matters

Jin Young Choi, Sam Houston State University

4:00 P.M. – 6:00 P.M.

SAAS General Session/Business Meeting

**Auditorium, Medical Forum
Conference Ctr (2nd Floor)**

Distinguished Panel Discuss on:

50 Years after Birmingham:

***Reflections on the Changes in the Conditions of People
Especially in Rural Alabama***

6:00 p.m. - Till

SAAS Reception/Super Bowl Party

Old Car Heaven (Off Site)

Super Bowl Reception (continues buses to run from hotel to Old Car Heaven)

Jambalaya to be cooked by Jambalaya Champion Byron Gautreau.

Monday February 6

7:45 A.M. – 3:00 P.M.

REGISTRATION

East Mtg Room
Ballrooms Lobby
(First Floor)

8:00 A.M. – 9:15 P.M.

PANEL SESSION

East Mtg. Room B
(First Floor)

Rural Health Part 2.

Organizer & Moderator:

Jin Young Choi, Sam Houston State

Multiple Perspectives on Rural Veterans in the US: Why Should We Care?

Hilda R. Heady, Atlas Research, LLC

Healthy Living: Implications of access to locally grown foods in the Lowcountry.

Kenneth L. Robinson, Clemson University
Kathleen K. Robinson, Clemson University

Benefits and Barriers to Using Camp Help Aides in Farmworker Communities

Paul Monaghan, University of Florida.

PAPER SESSION

East Mtg. Room C
(First Floor)

Community-Based Participatory Research

Moderator:

Kim Niewolny, Virginia Tech University

Community Based Participatory Research as a Social Change Vehicle for Cultivating New and Beginning Farmers in Virginia

Kim Niewolny, Virginia Tech
Donna Westfull-Rudd, Virginia Tech
Rick Rudd, Virginia Tech
Steve Hodges, Virginia Tech
Kelli Scott, Virginia Tech
Matt Benson, Virginia Tech
Maurice Smith, Virginia Tech

Challenges Associated with Community-Based Planning Processes

Cheryl L. Hudec, Sam Houston State University
Gene L. Theodori, Sam Houston State University

The Politics of Participation and Gender in Integrated Water Resources Management: A Case Study in Tamil Nadu, India
Katie Tavenner, Pennsylvania State University

Creating Community Development in African Immigrant and Refugee Communities through Beginning Farmer Programs
Lisa Hightower, Virginia Tech

9:30 A.M. – 11:00 A.M.

PANEL SESSION

**East Mtg. Room B
(First Floor)**

**Rural African Americans, Land Ownership, and Civil Rights:
Historical Perspectives**
Sponsored by the Agricultural Historical Society

Organizer:

Anne Effland, USDA Economic Research Service

Chair & Discussant:

Mark Schultz, Lewis University

Wealth and Political Power: How Black Landowners Contributed to the Long Civil Rights Movement

Spencer D. Wood, Kansas State University

I ain't taking my name off the list until Thurgood Marshall comes down here and tells me': Rural Afro-South Carolinians and the Fight against Massive Resistance

Carmen Harris, University of South Carolina-Upstate

The Breaking New Ground Project: A History of African American Farm Owners since the Civil War

Jonas Stephens, Auburn University

PAPER SESSION

**East Mtg. Room C
(First Floor)**

Knowledge and Education in Rural Spaces

Moderator:

Baleshka Brenes, Texas A&M—Commerce

Legitimizing Local Rural Knowledge in STEM Education

Leanne M. Avery, State University of New York College at Oneonta

The Self-Defeating Prophecy

Douglas "Clayton" Smith, Western Kentucky University

Daniel Jackel, Western Kentucky University

Brad Lindsey, Western Kentucky University

Factors Influencing Competition in Collegiate Rodeo

Gene L. Theodori, Sam Houston State University
Cheryl L. Hudee, Sam Houston State University
Ann E. Theodori, Sam Houston State University

Rural African American Masculinity and Its Impacts on Educational Perceptions
Quentin Tyler, University of Kentucky

Lost in Translation: Errors Found in Spanish Farm Safety Materials
Bareshka Brenes, Texas A&M—Commerce

11:15 A.M. – 12:45 P.M.

Award Luncheon

**East Mtg Room Ballroom B
(First Floor)**

1:00 P.M. – 2:30 P.M.

PAPER SESSION

**East Mtg. Room B
(First Floor)**

Standards, Regulation and Supply Chains

Moderator:

Riva Denny, Auburn University

Sustainable Agriculture Standards in the United States: From SARE to the Wal-Mart Sustainability Index and Consortium

Douglas H. Constance, Sam Houston State University
Kevin Travers, Sam Houston State University
Jason Konefal, Sam Houston State University
Maki Hatanaka, Sam Houston State University

Global Logistics in Small- and Medium-Sized Value Chains: The Case of Satsuma Mandarins in Southern Alabama

Jamie E. Flood, Auburn University
Michelle R. Worosz, Auburn University

Values-Based Supply Chains: A Comparison of Michigan and Alabama Beef Sectors

Riva Denny, Auburn University
Michelle R. Worosz, Auburn University

How Proud is Kentucky Food? A Socio-Spatial Matrix for Negotiating Local Food

Alicia Fisher, University of Kentucky

PAPER SESSION

**East Mtg. Room C
(First Floor)**

Methodology in Rural Sociology

Moderator:

Patricia H. Dyk, University of Kentucky

**Methodological Challenges in Studying Low-Income Rural Families: Lessons from the
*Rural Families Speak About Health Project***

Patricia H. Dyk, University of Kentucky

Jessica Kropczynski, University of Kentucky

Item Non-Response in Client Surveys

Glenn D. Israel, University of Florida

Alexa J. Lamm, University of Florida

Reporting on Risk: The Media's Role in Food Safety Debates

Stefanie Christensen, Auburn University

Michelle R. Worosz, Auburn University

Using Mixed-Mode Contacts to Facilitate Participation in Mixed-Mode Surveys

Glenn D. Israel, University of Florida

3:30 P.M. – 5:00 P.M.

SRSA Business Meeting

**East Mtg Room B
(First Floor)**

Tuesday, February 7

8:00 A.M. – 9:15 A.M.

PAPER SESSION

**East Mtg. Room B
(First Floor)**

Small Farms with Limited Resources

Moderator:

Kiyohiko Sakamoto, University of Kentucky

Helping Small, Limited-Resource, and Minority Farmers to Incorporate Alternative Enterprises into their Farms

Marion Simon, Kentucky State University

Victoria Burke, Kentucky State University

“Small” Farmers, Big Challenges: A Needs Assessment of [State] Small Farmers’ Production Challenges and Training Needs

Jessica L. Gouldthorpe, University of Florida

Joy N. Goodwin, University of Florida

Production Efficiency of Small Scale Aquaculture Producers in Uganda: A Socio-Economic Perspective

James O. Bukenya, Alabama A&M University

Wasn’t That Made in Japan? A Study of the Political-Economic Backdrop of Community Supported Agriculture in Japan

Kiyohiko Sakamoto, University of Kentucky

Hiroaki Murase, Keio University

PAPER SESSION

**East Mtg. Room C
(First Floor)**

Seeing Sustainability from the Farm

Moderator:

Jennie Hantrods, Auburn University

Sod-Based Rotation Systems: Barriers, Constraints and Misaligned Concerns

Jennie Hantrods, Auburn University

Michelle R. Worosz, Auburn University

Econometric Forecasting of Irrigation Water Demand and Benefits to ACT-and-ACF River Basin Crops in Alabama

Babatunde A. Obembe, Alabama A&M University

Swagata “Ban” Banerjee, Alabama A&M University

Investigating the Underlying Factors that Influence Consumer Attitudes Toward Fresh Fruit and Vegetable Attitudes

Cihat Gunden, North Carolina A&T State University

Bulent Miran, North Carolina A&T State University

Terrence Thomas, North Carolina A&T State University

9:30 A.M. – 10:45 A.M.

PAPER SESSION

**East Mtg. Room B
(First Floor)**

Food Security

Moderator:

Brett Wolff, University of Kentucky

The Food Policy Council Movement: An Exploratory Study

Patrick H. Mooney, University of Kentucky
Gabriele Ciciurkaite, University of Kentucky

Depression among Food-Insecure Poor, Female-Headed Families in Rural Alabama

Andrew Zekeri, Tuskegee University
Reuben Warren, Tuskegee University

The Decoupling of Theory and Method in Defining and Measuring Food Security

Brett Wolff, University of Kentucky

PAPER SESSION

**East Mtg. Room C
(First Floor)**

Addressing Inequality

Moderator:

Jessica Crowe, University of North Texas at Dallas

What are the Effects of Nonmetro Residence and Other Dimensions of Social Inequality on Earnings?

Edward B. Reeves, Morehead State University

Racial History, Legacy, and Economic Development

Jessica Crowe, University of North Texas at Dallas

Who Owns Alabama? Absentee Ownership of Forest and Farm Land

Conner Bailey, Auburn University

The Relationship between Entrepreneurship, Innovation and Economic Growth: Evidence from Sub-national Data

Morgan Pettway, Alabama A&M University
Danyelle Starks, Alabama A&M University

TITLE

Colleen E. Wynn, Western Kentucky University

ABSTRACTS

SUNDAY, FEBRUARY 5, 9:45 A.M. – 11:00 A.M.

PANEL DISCUSSION (East Mtg. Room B)

Scholarship in Service to Change in the Black Belt South: The Legacy of Dr. Ronald Wimberley

In the early 1990s Dr. Ronald Wimberley broke new ground with colleagues Drs. Libby Morris and Douglas Bachtel by using research on socioeconomic conditions within the Black Belt sub-region to configure an array of maps representing the spatial trajectory of historical dynamics that had underdeveloped and badly crippled a rich and vibrant region. The graphic display of the impacts of the region's slave-plantation history, of American apartheid made possible by Ron's scholarship hit a nerve as he made it his mission to share his work broadly through presentations at professional meetings such as Tuskegee University's yearly Professional Agricultural Workers Conference, which brought together scholars from historically white and historically black institutions and practitioners from governmental and grassroots organizations. Out of such meetings an interest in deepening research and scholarship on the Black Belt began to grow as well as Ron's determination to use his scholarship in the service of creating a rural Development Commission for sustained attention to the persistent poverty and its consequences within the Black Belt region. Ron passed away this year on July 26, leaving a rich legacy of scholarship and activism in service to transformative change within the Black Belt South. This session will present highlights from Ron's work and the work that continues through other Black Belt scholars and activists in his spirit.

PAPER SESSION (East Mtg Room C).

Growing and Mobilizing Community Resources

"Examining the Relationship between Rural Economic Growth and Entrepreneurial Activity in Alabama," Danyelle Starks, Alabama A&M University; and Morgan Pettway, Alabama A&M University

While researchers recognize entrepreneurship as a primary engine of economic growth the benefits are highly variable as rural areas often find it difficult to sustain economic growth. Although research based on U.S. labor market areas finds a strong link between entrepreneurship and economic growth these studies often include both rural and highly urbanized economies limiting insight into the impact of entrepreneurship on rural growth. As entrepreneurs account for a greater share of employment in rural areas as opposed to metropolitan cities a more spatial examination is critical to understand the relationship in sparsely-populated areas. This study will investigate the link between rural economic growth and entrepreneurship using a straight forward reduced form growth model of county level employment growth and two measures of entrepreneurial activity covering the period 2000 through 2009. This time frame was selected as it reflects most recent economic conditions. As studying entrepreneurial activities is challenged with defining entrepreneurship, the research will measure entrepreneurial growth in rural Alabama using county level proprietor-based and business start-up data. The proprietor-based measure will include the number of entrepreneurial activities in a county on a per capita basis and the average annual growth rate. The business start measure will include birth, survival and high growth components. In addition to entrepreneurial activities, various characteristics that influence county economic growth such as labor, infrastructure, agglomeration, taxes and amenity characteristics will be included. The results are expected to show a positive relationship between entrepreneurship and economic growth in the rural counties of Alabama.

"Community Capitals and Local Development Efforts after Hurricane Katrina," Andrew A. Zekeri, Tuskegee University

Community capitals constitute an essential but poorly understood element of many rural development strategies. Previous studies suggest that local development efforts can influence community changes, but questions remain about why localities differ in mobilization to achieve development goals. Drawing upon community capitals framework (Flora and Flora 2008), this study uses data for Alabama's Black Belt after Hurricane Katrina to examine the argument that community capitals can contribute to a higher probability of local mobilization than would be predicted by ecological characteristics alone. Hierarchical regressions support this argument for some local actions, but not for efforts to promote business and industry - a keystone of rural development.

“Educating Extension Clientele: Serving Multiple Extension Audiences by Integrating the Use of Social Media and Digital Tools,” Pete Vergot III, University of Florida IFAS Extension; Judy Ludlow, University of Florida IFAS Extension; Whitney Cherry, University of Florida IFAS Extension; Theresa Friday, University of Florida IFAS Extension; Carrie Stevenson, University of Florida IFAS Extension; and Kendra Zamojski, University of Florida IFAS Extension

County Extension faculty deliver research-based information to clientele using many channels of information. Extension faculty need to continue to learn to integrate the delivery of information to clientele in many digital forms. A “Digital Extension Newsletter Project,” launched in 2009 through collaboration of multi-disciplinary Teams was expanded through the use of virtual web sites developed as platforms for digital extension program delivery. Traditional newsletters, fact sheets and videos are transformed into digital format using WordPress blogs, text messaging, and social media sites of *YouTube*, *Facebook*, and *Twitter*. To market and push this information a unique Extension designed and developed clientele management system called “Subscribe” was implemented. This system allows clientele to “opt in” or “opt out” of subscriptions to digital information according to their area(s) of interest. County Extension Faculty have delivered over 222,570 messages to 13,667 clientele since 1/1/2010 with the Subscribe software system.

“Leadership and Engagement for County Forestry Associations: A Case Study in Mississippi,” Jason Gordon, Mississippi State University Extension Service; Rachael Carter, Mississippi State University; and Reba Bland, Mississippi State University Extension Service

Mississippi is fortunate to have a broad network of county forestry associations (CFAs) across the state. However, many CFAs are struggling to remain viable while others are strong, but need assistance in organizational development. In response, Mississippi State University provided leadership training for CFA members to enable them to better address issues and concerns within their organizations. In this paper, we identify the primary methods and steps taken to ensure this project's success and provide the audience with an overview of the tools needed to address leadership development in natural resource organizations. In addition to this, we present survey data showing participants' attitudes about leadership, their organizational needs and issues, and future plans for their groups. Findings suggest a standard set of needs and issues that can be addressed through continued leadership development outreach. Results are useful to natural resource managers and community leaders because, despite its importance, leadership development in natural resources is lacking. Implications of the findings are advanced.

“Developing Community-Based Leadership Program with Leaders from East Tennessee,” Bryan Patterson, University of Tennessee.

Agricultural leaders have traditionally played an important role in most rural communities and industries. With the agricultural field becoming more specialized and increasingly challenging the need for leadership is greater today more than ever before (Kansas Agriculture and Rural Leadership, 2006). Tennessee is one of the leading agricultural states with its agricultural production, increasing international trade, and growing urban population. Agriculturists must assume leadership responsibilities in order to address the many challenges that face agriculture. East Tennessee's AgLEAD was initiated to address these trends. The program was designed to

further develop the capabilities the East Tennessee agricultural sector who have already demonstrated leadership potential. The intent of the program was not to teach participants about agriculture, but rather to instill in them a greater capacity to accept leadership responsibility in any part of society, and develop a better understanding of viewpoints of people from a variety of backgrounds, societies, cultures, and countries.

SUNDAY, FEBRUARY 5, 12:30 P.M. – 1:45 P.M.

POSTER SESSION (East Mtg. Room Ballrooms Lobby)

“Pre-Entry Competencies and Field Degrees of Florida Extension Agents,” Matt Bengé, UF/IFAS Alachua County Extension Service; and Amy Harder, University of Florida

Extension agents carry out the work of the Cooperative Extension System at the county level. Organizational efforts need to be directed at understanding the recruitment and retention of Extension agents (ECOP, 2005). Identifying competencies needed by Extension agents is a determining factor for adequate education curricula, training, and retention. The objective was to determine if differences existed between agent’s perceptions of their pre-entry competencies and field of degree. A total of 224 web-based questionnaires were distributed with a response rate of 69.09%. There was a significant difference between field of degree or respondents and the pre-entry competencies of ability to utilize technology, program planning, and teaching skills. The most important pre-entry competency reported was self-management among both education and non-education degrees. Individuals who do not have an educational background in Education coursework upon entering Extension may benefit from increased formal education in the competency areas identified as important in this study.

“Amplifying the Voices of Socially Disadvantaged Producers Toward Identifying Solutions of Root Causes of USDA Exclusions,” Anna M. Kleiner, Southeastern Louisiana University; John J. Green, University of Mississippi; Elliot Meador, University of Missouri; Lorette Picciano, Rural Coalition; Bryn Bird, Rural Coalition; and Angela Adrar, Rural Coalition

Representing diverse geographic areas of the United States, African-American, Latino, American-Indian, and other producers, non-profit organizations, and university-based researchers are collaboratively analyzing producer engagement with U.S. Department of Agriculture (USDA) programs. Through a community-based focus group and action research process, participants in five states (Maryland, Mississippi, Oklahoma, South Carolina, and Virginia) are identifying root causes and consequences of USDA exclusions and developing solutions to eliminate barriers to programs. The project is intended to more effectively connect socially disadvantaged producers to the USDA through improved statewide coordination of technical assistance, program access assessment, accountability, and refinement of mentor farm models. The project collaborators include the Rural Coalition/Coalición Rural, Institute for Community-Based Research involving several universities, Rural Advancement Fund, Oklahoma Black Historical Research Project, National Immigrant Farming Initiative, Accokeek Foundation, National Latino Farmers and Ranchers Trade Association, Mississippi Association of Cooperatives, the Land Loss Prevention Project, Flats Mentor Farm, the Federation of Southern Cooperatives Rural Training and Research Center, and Santa Cruz Farm, among others. This preliminary poster presentation summarizes research findings from surveys, focus group discussions, stakeholder meetings, and a mentor farm workshop involving project partners from four of the participating states, Mississippi, Oklahoma, South Carolina, and Maryland, from February to August 2011.

“Determinants of Obesity in the Southern Black Belt Region of the United States,” Kelly Meadows, North Carolina A&T State University; Benjamin Gray, North Carolina A&T State University; and Terrence Thomas, North Carolina A&T State University

Little doubt exist that obesity is a major health issue across the United States. Leading factors

such as poor diets, lack of exercise, smoking, and poor health often contribute significantly to obesity. The present study uses representative data gathered from eleven southeastern states comprising the southern black belt region of the United States to study the extent of obesity in this region. Data came from a telephone survey of 817 adults who reside in the southern black belt region of the United States. Self-reported height and weight were used to calculate body mass index. The respondents were asked a series of questions regarding food preferences which reflected differences between healthy foods and unhealthy foods. The respondents were also asked if they were involved in a formal exercise program, and if they currently smoked. Analysis included descriptive statistics, χ^2 tests, and multiple regression. The high prevalence of obesity and unhealthy lifestyles among rural populations call for research into effective rural interventions in the South, especially in the southern black belt region of the United States.

“Influencing Agricultural and Educational Policies in both Rural and Urban Communities Through Agricultural Education,” Savannah F. Robin, University of Kentucky; and Jonathan A. Tubbs, University of Kentucky

Currently, over 20 percent of the U.S. Population resides in rural America (U.S. Census Bureau, 2000). Of this nearly 60 million people, agriculture plays an essential role in their daily lives. As more people move away from rural areas and rely on off-farm income, agriculture has experienced a decline in support, directly affecting agriculture literacy (Kelsey, Weeks and Terry, 1999). This shift affects rural communities that rely on production agriculture as an essential component to their income. One key factor influencing the decline in agricultural literacy is the lack of importance it has in education (Balshweid, Thompson, Cole, 1997). To place more importance on this, one southern state developed a grass-roots council for agricultural education. This council seeks to provide representation from both rural and urban communities to influence legislation and policies that help maintain agricultural education within school systems. With this effort, strides toward improving agriculture literacy can be made.

“Food Disparity: A Glance at a Navajo Reservation,” Wiepie Rojas. Abilene Christian University

Healing Hands International is a Christian aid organization that is interested in using community gardens as outreach in Navajo communities to improve diet, nutrition, and access to fresh fruits and vegetables. To determine the needs of the Navajo people, on-site interviews were conducted with a select sample of female Navajo Church of Christ members in five reservation communities. The interviews were to determine geographic accessibility or inaccessibility on the Navajo Reservation to nutritious foods, such as homegrown or purchased fresh fruits and vegetables. Our results found that 74% of participants indicated that they traveled 20 or more miles to purchase fresh produce. Of these, 44% indicated they traveled 20+ miles to purchase fresh produce 2+ times per week. The results of this study have been used to inform the implementation of a community garden in one reservation town and will be used to develop subsequent Navajo community garden projects.

“Cultural Immersion: Classroom and Field Applications for Agriculture Professionals,” Jonathan A. Tubbs, University of Kentucky; and Bryan J. Hains, University of Kentucky

Cultural and social movements within the nation’s population are often replicated within secondary education (Woods, 2004). Educational research shows that to better facilitate learning in changing demographics, role models in the school setting should reflect the diverse student population (Warren & Alston, 2007). Immersive field experiences are needed to train educators to relate to all student populations, turning them into capable cross-cultural educators (Bell, 2000). A graduate course at a southern land grant institution for agricultural education and extension students introduced cross-cultural and sociocultural experiences. Students developed diverse societal roles and enacted them in a public immersion forum. This experience enhanced social differentiation and inter/intrapersonal development. Data showed that cultural understanding was enhanced and social empathy was created. This study indicates that it is critical that pre-service

agriculture teachers receive training in diversity that prepares them to go beyond knowledge and into application (Talbert & Edwin, 2008).

“Rural Education: Acclimating Pre-service Agriculture Teachers to Diverse Student Populations,” Jonathan A. Tubbs, University of Kentucky; Savannah F. Robin, University of Kentucky; and Bryan J. Hains, University of Kentucky

The roles of agricultural educators include several aspects within the rural community: developing relevant curriculum, integrating community in the program, and facilitating multiple service activities within the community (Delnero & Montgomery, 2001). Unfortunately, agricultural education continuously faces issues of teacher retention. Research shows classroom management as a large factor contributing to this problem (Walker, Garton, & Kitchel, 2004), while also indicating some perceived discipline to cultural disconnects (Mahon, 2006). To address this, a southern land grant institution is using innovative techniques to acclimate pre-service instructors toward diverse student populations. In a teaching methods course, immersion, experiential and role play learning are used to prepare students through seven micro-teaching labs. Diverse race, ethnicity, religion, and social cultures are reflected in simulation as students immerse themselves in roles as teachers and high school students. As a result, pre-service agriculture teachers will be better prepared to face diverse student populations once in the classroom.

“Breaking Barriers for Beginning Hispanic Farmers and Ranchers,” Teresa Duch-Carvallo, Texas A&M University-Commerce; and Jose Lopez, Texas A&M University-Commerce
Bareshka Brenes, Texas A&M University-Commerce
Robert Williams, Texas A&M University-Commerce

Texas A&M University-Commerce is conducting a three-year outreach program designed to assist prospective and beginning Hispanic farmers and ranchers by utilizing novel approaches. Seminars, workshops, presentations, and demonstrations are being conducted in Spanish or translated into Spanish. Instructional materials are provided in Spanish and English. Presentations and demonstrations are being developed and delivered by qualified professionals who are fluent in both Spanish and English. The project will also include providing cultural sensitivity training for agricultural agencies, businesses, and lenders to improve public relations with Hispanic clientele. Cultivating business, professional, and social networks for beginning Hispanic farmers and ranchers is another goal of the project. A program overview, challenges, and successes to date will be presented.

SUNDAY, FEBRUARY 5, 2:00 P.M. – 3:30 P.M.

PAPER SESSION (East Mtg. Room B)

Community Perspectives on Sustainability

“Decisions about Nitrogen Fertilizer Use and Obstacles to its Efficiency,” Rebecca L. Schewe, Mississippi State University; and Diana Stuart, Michigan State University

Global use of nitrogen fertilizer has increased approximately ten-fold since 1950 and is an increasing environmental concern. In particular, over-application of nitrogen fertilizer is associated with nitrate groundwater contamination, toxic algal blooms, and the release of nitrous-oxide, a powerful greenhouse gas. Despite a growing ecological and agronomic literature documenting the negative environmental effects of overuse of nitrogen fertilizer and the importance of efficient nitrogen use, there is virtually no complementary social science addressing current nitrogen practices and the beliefs and information that farmers use to make important decisions about nitrogen use. Using data from a mail survey, focus groups, and interviews with Michigan corn farmers, this study examines how farmers currently make decisions regarding nitrogen fertilizer use and obstacles to efficient fertilizer use. In particular, we focus on the influence of different

sources of information about fertilizer and the role of environmental and climate change beliefs in shaping fertilizer decisions.

“A Big Fracing Mess: An Examination of Public Perception of Hydraulic Fracturing,”

Michelle L. McGuckin, Sam Houston State University; and Robinson Schariah, Sam Houston State University; Gene L. Theodori, Sam Houston State University; and Cheryl L. Hudec, Sam Houston State University

Hydraulic fracturing is a long-standing, yet increasingly controversial, practice in the energy industry. Technological advances in hydraulic fracturing methods and horizontal drilling techniques, coupled with a favorable price environment, are the primary factors that have spawned the unprecedented gas shale boom across the globe. This exploration and production gas shale boom is occurring in both rural and urban areas. In this paper we investigate the public's perception, as influenced by the mass media, of hydraulic fracturing. Specifically, we examine the public's perception of the environmental, health, and economic impacts associated with hydraulic fracturing. A general web search was conducted for newspaper and internet articles. The articles were then sorted according to one of the following topical areas: environmental, health, and economic related impacts. We conclude by discussing the possible implications of our findings.

“When Environmental Activism does not Activate Concern: The Case of Impaired Water Quality in Two Rural Communities,” Anjel Stough-Hunter, The Ohio State University

Water quality impairment reflects both a physical reality that objectively impacts human society and a social construction that is shaped within the context of political, economic and social forces. This research examined whether level of concern about water quality differed across two rural communities based on the presence or absence of visible environmental action related to water quality impairment. Survey data was collected in two rural communities in the same county facing similar water quality impairment issues; however differing based on the presence or absence of visible environmental activism. Structural equation modeling was used to analyze key relationships between demographic variables, perceptions of local environmental conditions and level of concern about impaired water quality. Findings suggested that the community in which one lived indirectly impacted level of concern through respondents' perceptions of local environmental conditions. However, the presence of visible environmental action had no direct effect on level of concern about impaired water quality.

“Achieving a Sustainable Waco: Initial Observations, Obstacles, and Strategies,” Brooklyn J. Wynveen, Clemson University

Waco, Texas, has recently been working to become more sustainable. Efforts have included policy and infrastructural changes, as well as encouragement toward sustainability in the private market. Most of the city's efforts, however, have focused on achieving sustainability at governmental and corporate levels. One aspect of sustainability that has not yet been brought to the forefront in Waco is that which encompasses the individual behavioral choices of its citizens. In order to extend, and broaden the effectiveness of, existing efforts, I have initiated a formative experiment, the goals of which are: 1) to increase participation in sustainable living educational programming among non-environmentally-motivated individuals; and 2) to obtain commitments from those participants to change one or two behaviors of their choice in the direction of a more sustainable lifestyle. The present paper details findings obtained from the initial stages of the project, including initial observations and obstacles encountered, and strategies recommended.

“Exploring the Role of Agriculture-related Service Providers Fostering Healthier Communities through Farm-to-School Programs,” Matthew C. Benson, Virginia Tech

Farm-to-School programs are strengthening communities by serving healthier school meals made with local and regional foods, creating economic development opportunities for farmers by

connecting them with institutional markets, and teaching school children about agriculture, health, and nutrition through school gardens and experiential education. Since the first two Farm-to-School programs were created during the 1990's in Florida and California, Farm-to-School programs have exploded with more than 2,350 programs in all 50 states involving over 9,750 schools. Drawing upon current research, this paper presentation will explore the role of agriculture-related service providers from Cooperative Extension, non-profit organizations, and state governmental agencies in developing local and state-based Farm-to-School activities and programs. Results, including two case studies for each of the three service provider groups will be presented detailing how these organizations are supporting Farm-to-School activities and programs. Recommendations will also be shared for greater development of Farm-to-School programs by agriculture-related service providers.

PANEL SESSION (East Mtg. Room C)

Rural Health Part 1.

“Household Food Insecurity Is Associated with Poorer Health among Single Mothers in Alabama’s Black Belt Counties,” Andrew A. Zekeri, Tuskegee University

“Race and Place as a Fundamental Social Cause: Obesity among Rural African Americans in a Black Belt State,” Marcus Bernard, University of Kentucky; Erin Pullen, University of Kentucky; and Brea Perry, University of Kentucky

This research tests the Fundamental Social Causes of disease theory to determine the effects of and race and place in the Black Belt. I use data collected by the 2005 North Carolina-Behavioral Risk Factor Surveillance System (BRFSS) to test (1) whether FSC variables remain significant when intervening variables are added, (2) the differing effects of race by place, and (3) the effects of race and place on body mass index explained by lifestyle. Preliminary analyses indicate that regardless of location, income, education, and diet, Black people are more prone to have a higher body mass index. Also, there was a significant race x place interaction such that being Black had a stronger effect for those that lived in rural areas relative to those in urban areas.

“Children and Obesity Risk: Rural Residence Matters,” Jin Young Choi, Sam Houston State University

Monday February 6, 8:00 A.M. – 9:15 P.M.

PANEL SESSION (East Mtg. Room B)

Rural Health Part 2.

“Multiple Perspectives on Rural Veterans in the US: Why Should We Care?” Hilda R. Heady, Atlas Research, LLC

Rural people are represented among military service personnel and veterans at twice the rate they are represented among the general American population, yet the research into this issue is limited. Historically, the greatest numbers come from the southeastern US. The Journal for Rural Social Sciences has begun publishing special issues of broad appeal to rural social scientists. This plenary would review one of these themes; Rural Veterans due out this fall. This plenary presentation will give the social, cultural, and health perspectives on this issue and briefly review economic issues while presenting an overview of the demographic picture of rural veterans nationally presented by a member of the National Veterans Affairs Rural Health Advisory Committee (Bio attached). The proposed speaker is a nationally recognized leader in this field, is serving as the guest editor for the JRSS special issue, and is a former president of the National Rural Health Association.

“Healthy Living: Implications of access to locally grown foods in the Lowcountry,” Kenneth

L. Robinson, Clemson University; and Kathleen K. Robinson, Clemson University

“Benefits and Barriers to Using Camp Help Aides in Farmworker Communities,” Paul Monaghan, University of Florida.

PAPER SESSION (East Mtg. Room C)

Community-Based Participatory Research

“Community Based Participatory Research as a Social Change Vehicle for Cultivating New and Beginning Farmers in Virginia,” Kim Niewolny, Virginia Tech; Donna Westfull-Rudd, Virginia Tech; Rick Rudd, Virginia Tech; Steve Hodges, Virginia Tech; Kelli Scott, Virginia Tech; Matt Benson, Virginia Tech; and Maurice Smith, Virginia Tech

Various social purposes and strategies inform the emergence of beginning farmer training and program development in the United States. The last two decades have specifically shown an increase in educational opportunities for farmers to successfully gain access to suitable farmland, markets, capital and credit, and hands-on experience. These opportunities vary for social actors participating within and across different spatial boundaries of agricultural programming: immigrants and refugees, women in farming, small-scale producers, young farmers, mid-career changers, and conventional commodity operators. Initiatives are drawing upon innovative approaches to address the critical start-up needs of these audiences. This paper illustrates how Virginia Tech’s USDA funded program utilizes a community-based participatory research (CBPR) approach to cultivate a new generation of farmers. This place-based program emphasizes how a coalition of farmers and service providers collaboratively develop and implement whole farm planning programming, farmer mentoring, and social networking for long-term agricultural and food systems viability.

“Challenges Associated with Community-Based Planning Processes,” Cheryl L. Hudec, Sam Houston State University; and Gene L. Theodori, Sam Houston State University

Community-based planning processes are designed to build, strengthen, and maintain community structures. Oftentimes, though, such processes are challenging to implement. Some of the challenges associated with community-based planning processes involve the perceived inability or unwillingness of community members to develop and practice new skills. This is potentially detrimental to the capacity building process and may have serious implications when it comes to future community development activities and/or efforts. In this paper we examine various subjective—as well as objective—impediments to community-based planning processes. Illustrations of how these impediments impact the practice of community-based planning are provided, as are suggestions for future research.

“The Politics of Participation and Gender in Integrated Water Resources Management: A Case Study in Tamil Nadu, India,” Katie Tavenner, Pennsylvania State University

Over the past few decades, gender has come to be a focal-point in rural development, particularly in regards to Integrated Water Resources Management (IWRM). Achieving equitable gender participation in IWRM is commonly believed to increase both project efficiency and sustainability, as well as contribute to broader goals of women's empowerment. This has led governments and grassroots organizations to adopt an increasingly instrumental approach, which many development practitioners believe has worked to the detriment of women and men involved. The following explores the politics of participation and gender in IWRM, specifically examining the challenges to meeting equitable gender participation in project planning. A micro-level analysis of a UN-HABITAT water and sanitation project in Tamil Nadu, India is used to illustrate the bridges and barriers to participation. My research suggests that project frameworks designed for promoting women's participation must be grounded in the lived realities and contexts where the project is to be implemented.

“Creating Community Development in African Immigrant and Refugee Communities through Beginning Farmer Programs,” Lisa Hightower, Virginia Tech

Across the United States, African immigrants are returning to their agrarian roots as a way to increase their income and access to healthy foods. Key to their success has been participation in beginning farmer training programs which offer an introduction to American-style farming and markets. Successful immigrant farmers have generated from \$5,000 to more than \$50,000 per year. Participants also benefit through increased physical activity and engaging in familiar activities. This paper presentation will offer an overview of innovative beginning farmer programs that foster stronger immigrant and refugee communities through expanding access to culturally-relevant healthy foods, providing entrepreneurial opportunities in agriculture, and developing partnerships among non-profit, governmental, and higher education institutions. Results will be presented from a content analysis of annual USDA CRIS reports from leading beginning farmer programs, including Groundswell’s New Farmer Training Project, New American Sustainable Agriculture Project, and Big River Farms.

Monday February 6, 9:30 A.M. – 11:00 A.M.

PANEL SESSION (East Mtg. Room B)

Rural African Americans, Land Ownership, and Civil Rights: Historical Perspectives

“Wealth and Political Power: How Black Landowners Contributed to the Long Civil Rights Movement,” Spencer D. Wood, Kansas State University

This paper thinks about the implications of African-American land loss by considering two important historical time periods that found black landowners in strong leadership positions. By drawing from an analysis of the Mississippi civil rights movement, I show that black landowners in Holmes County helped create a center of strength for the larger movement through their conversion of wealth into political power. Able to resist the petty, though often intimidating and challenging, reprisals for registering to vote, black land owners in Holmes County stood as a fairly successful example of a new, black southern citizen, grounded in property ownership and ready to assume the rights and responsibilities of political participation. Roughly thirty years later, black property owners stood once again at the center of the significant struggle around civil rights. This time, they led in the formation and ultimate culmination of the largest class-action civil rights settlement in the history of the country in their lawsuit against the US Department of Agriculture. This portion of the essay looks to the North Carolina leadership of the now-famous Pigford vs. Glickman lawsuit. These landowners not only initiated the class-action suit, but in so doing also gave rise to several related lawsuits involving Native Americans, Hispanics, and women. While in no way as significant as the earlier civil rights movement, the Pigford related law suits and larger agrarian movement are significant. In part they are significant because they highlight the close interplay between some elements of the anti-statist right and racialized ideologies. In these circles, the Pigford settlement has been singled out as an example of government largess and one that is particularly offensive as it has been equated with reparations. Even more so, however, they are significant because they show how an unlikely, and largely unheralded, group of rural landowners have entered contemporary American politics.

“I ain’t taking my name off the list until Thurgood Marshall comes down here and tells me’: Rural Afro-South Carolinians and the Fight against Massive Resistance,” Carmen Harris, University of South Carolina-Upstate

This paper addresses how rural African Americans asserted their rights in the face of white resistance after the decisions in the Briggs vs. Elliott and Brown vs. Board of Education civil rights cases. The paper examines the involvement of rural plaintiffs in the desegregation cases and the post-Brown decision activism and boycotts and counter boycotts in Clarendon and Orangeburg

counties in South Carolina. The paper focuses on how rural people refused to succumb to the massive resistance of white citizen's councils.

“The Breaking New Ground Project: A History of African American Farm Owners since the Civil War,” Jonas Stephens, Auburn University

The three-year Breaking New Ground project is designed to collect digitally recorded interviews with hundreds of black landowners and their descendants chosen from a representatively diverse set of sub-regions across the South. In 1910, most African Americans farming in the South were sharecroppers, but a quarter of all of these farmers owned their own land. This was a large demographic group, amounting to 200,000 families, yet few specialists in African American or southern history have detailed the stories of these African Americans who made headway toward their dreams of economic security through land ownership and farming.

PAPER SESSION (East Mtg. Room C)

Knowledge and Education in Rural Spaces

“Legitimizing Local Rural Knowledge in STEM Education,” Leanne M. Avery, State University of New York College at Oneonta

Whether playing outdoors or working on farms, rural children acquire science and engineering skills throughout their daily lives. Although 10.3 million children in the America grow up in rural areas compared to 14.6 million in urban areas, comparatively little attention is given to rural science education. Interviews with 60 rural children in upstate New York, and photodocumentation of over 1000 pictures taken by these children, demonstrates that rural contexts are rich environments for learning science. Issues facing rural schools, the unique knowledge base and learning needs of rural children, insights from indigenous perspectives and effective strategies focused on valuing and using local knowledge in science education are discussed. Implementing these strategies across students, teachers, and communities, increases rural students' access to, engagement in, and achievement in science. These can open doors to more science, technology, engineering, and mathematics (STEM) careers for rural students and enhance diversity across the STEM spectrum.

“The Self-Defeating Prophecy,” Douglas “Clayton” Smith, Western Kentucky University; Daniel Jackel, Western Kentucky University; and Brad Lindsey, Western Kentucky University

Scholars often claim that the level of technological resources available to students at home, in school, or in the community enhance their school experiences by reducing their dependence on school welfare programs. It has been argued that computer and Internet accessibility are an increasingly important part of this equation. This study examines the effects of two different measures of technology access on student social class indicators in high schools in the 177 school districts in the Commonwealth of Kentucky in 2005. Specifically, data from the Connect Kentucky County Technological Profiles (computer ownership and internet accessibility) will be regressed on school social class indicators using data from the Commonwealth Accountability Testing Systems (CATS) scores. Theoretically, this proposed project will attempt to synthesize Weber's views regarding over-rationalization and the iron cage with Bourdieu's forms of social capital. Federal regulations in the economic and education sectors actually perform what we term a “self-defeating prophecy.” It will be argued that restrictions on the creation and attainment of various forms of social capital constructs iron cage communities, which are conducive for the “self-defeating prophecy.”

“Factors Influencing Competition in Collegiate Rodeo,” Gene L. Theodori, Sam Houston State University; and Cheryl L. Hudee, Sam Houston State University
Ann E. Theodori, Sam Houston State University

Over the past eight decades, college rodeo has evolved from small, single-campus fund-raisers, celebrations, and/or competitions into an internationally recognized North American collegiate sport. Throughout its history, though, the sport has received virtually no attention in the rural sociological literature. The purpose of this paper is to contribute to the writings on college rodeo. In this paper, we present a detailed description of the salient factors that influence competition in collegiate rodeo. We conclude the paper with possible implications of the findings for collegiate rodeo and make suggestions for future research. Data for this study were collected in a 2007 National Intercollegiate Rodeo Association membership survey.

“Rural African American Masculinity and Its Impacts on Educational Perceptions,” Quentin Tyler, University of Kentucky

This study discussed research exploring rural African American masculinity and the impact on the educational experiences and expectations of rural African Americans in Hopkinsville, Kentucky. Hopkinsville is located in a district that has lagged behind reaching state and national benchmarks in educational attainment. It is home to one of the largest African American communities in the state and reflects striking disparities in educational achievement by race as it struggles to close achievement gaps generally. Through qualitative case study, this study found that both college track sons and parents shared comparable views on education while low performing parents and sons did not have the same views. Also, both college track and low performing adolescent men associated the meaning of a man with the provider role; however, the most salient finding of this study was the connection among education, opportunity, race, and the provider role among college track students.

“Lost in Translation: Errors Found in Spanish Farm Safety Materials,” Baleshka Brenes, Texas A&M—Commerce

Challenges are presented when translating training materials from English to Spanish. A language difference creates potential concerns when translating safety messages. This study was conducted to prevent the trainers from losing credibility with the target audience from errors in translation. Trainers will not be perceived as a credible source if errors in translation occur in training materials. Training materials on farm safety from a very popular source were analyzed for grammatical and content errors in translation. Several errors of various types were found. This paper will present the types of errors in both grammar and content as well as strategies to correct or prevent the errors in future training materials. Characteristics of a good translator such as knowledge of the subject, language requirements and high attention to detail are required to prevent losses in translation.

Monday February 6, 1:00 P.M. – 2:30 P.M.

PAPER SESSION (East Mtg. Room B)

Standards, Regulation and Supply Chains

“Sustainable Agriculture Standards in the United States: From SARE to the Wal-Mart Sustainability Index and Consortium,” Douglas H. Constance, Sam Houston State University; Kevin Travers, Sam Houston State University; Jason Konefal, Sam Houston State University; and Maki Hatanaka, 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. 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. Most recently, WalMart has entered the arena with its Sustainability Index and the Sustainability Consortium. This paper presents the results of research on the political economy of the development of sustainable agriculture programs and initiatives and finds a protracted and contested process

“Global Logistics in Small- and Medium-Sized Value Chains: The Case of Satsuma Mandarins in Southern Alabama,” Jamie E. Flood, Auburn University; and Michelle R. Worosz, Auburn University

Since the early 1990s, the Alabama Satsuma industry has undergone a renaissance. During this period, most research concentrated on the biophysical aspects of production; little work focused on the operation of the value chain or value chain actors. This project is part of a larger study of the Satsuma commodity system in Alabama including values-based marketing. Previous work examined the entree and position of a global fourth-party logistics firm, whereas this presentation focuses on the response of key stakeholders to the firm. Data were collected via 18 face-to-face interviews with industry members including growers, propagators, and extension agents, as well as participant observation during five pilot partnership meetings and two Extension meetings. Preliminary findings show a disconnect between the company’s front stage and stakeholders’ trial and error with the firm’s agreements and contracts, especially pricing, grades and standards, and harvest and freight timing.

“Values-Based Supply Chains: A Comparison of Michigan and Alabama Beef Sectors,” Riva Denny, Auburn University; and Michelle R. Worosz, Auburn University

Niche marketing provides an opportunity for smaller red meat producers to earn a premium by capitalizing on the specific qualities of their products (e.g., local, grass-fed). Previous research indicates that cattle producers are limited in their ability to tap into niche markets due to limited access to slaughter and processing services. This paper, which is part of a larger ongoing project, presents the results of face-to-face interviews with members of values-based beef supply chains in Michigan (20) and Alabama (20); these states are compared because of their different regulatory and oversight systems. Preliminary analysis indicates a substantive difference between state and federal inspection at the point of enforcement; federal rule enforcement tends to be distant and impersonal, whereas state level enforcement tends to be more collaborative and supportive. This suggests that state meat inspection programs may be important to building and sustaining alternative food networks.

How Proud is Kentucky Food? A Socio-Spatial Matrix for Negotiating Local Food

Alicia Fisher, University of Kentucky

‘Local food’ has a meaning today that needs to be narrated through the actors and the spatial processes that define the concept. Local food is socio-spatially constructed by and between regulators, producers, suppliers, and consumers through political, economic, cultural, and ecological spatial exchanges. Perceptions and motivations for local food can be situated into territorial-relational exchange narratives: local space; global space; economic-political-cultural-ecological ideologies embedded in production-regulation-supplier-consumption exchange. Fluid interplay exists and creates union or conflict between relations. Separating out ideal types untangles the socio-spatial practices that are in accord or in discord to locate negotiation potentialities. My project explores regulator and producer perspectives of local food, through the lens of Kentucky Proud™ (KyP), a state-run agricultural branding campaign. Local food meanings and actions can be positioned in a territorial-relational exchange matrix, and KyP illustrates how ideologies for local food are not fixed in space but mobilize and translate across boundaries.

PAPER SESSION (East Mtg. Room C)

“Methodological Challenges in Studying Low-Income Rural Families: Lessons from the Rural Families Speak About Health Project,” Patricia H. Dyk, University of Kentucky; and Jessica Kropczynski, University of Kentucky

Rural Families Speak about Health (also known as NC1171) is 15-state multi-disciplinary research collaborative that focuses on the interactions of individual, family, community and policy contexts on the mental and physical health of diverse rural low-income families. Research stemming from predecessor multistate projects clearly indicates that health is a crucial element of rural family well-being that requires further exploration. One challenge is identifying qualified participants in low-density rural areas who are willing and able to share their personal health stories with a stranger. In Kentucky, we recently completed 60 interviews with low-income rural Appalachian mothers. Based upon our experiences and those of other state research teams, we will discuss the methodological challenges associated with collecting quality data including sampling issues, overcoming participant apprehensions, and working around barriers to participation.

“Item Non-Response in Client Surveys,” Glenn D. Israel, University of Florida; and Alexa J. Lamm, University of Florida

Client surveys of the general public represent a significant segment of studies conducted by organizations. When there are multiple types of contact information, mixed-mode procedures can be to improve response rates and reduce costs. The quality of data from self-administered client surveys can, however, be affected by item non-response. In this study, I examine item non-response for Cooperative Extension Service clients. I focus the analysis on non-response differences between mail and web modes, question format and question type. Additional analysis is conducted to explore the role of response mode and client attributes (including gender, age, race and education) on the item non-response rate. The analysis shows that some item-by-item comparisons between web and mail responses have significant differences. Survey responses via the web have a lower overall item non-response rate than those via postal mail. These results suggest that as long as the web and mail responses are substantively equivalent, efforts to increase the proportion of web responses can improve data quality and reduce costs at the same time.

“Reporting on Risk: The Media’s Role in Food Safety Debates,” Stefanie Christensen, Auburn University; and Michelle R. Worosz, Auburn University

One consequence of the 2010 Deepwater Horizon oil spill was widespread concern about the safety of seafood from the Gulf of Mexico. This presentation focuses on the media discourse surrounding seafood safety in Mississippi and Alabama, including ways in which the risks of consumption and the methods of safety assurance were presented in local, regional, national, and international newspaper coverage of the event. A total of 1,277 newspaper articles, published between April 2010 and October 2011, were collected via LexisNexis Academic, Access World News, and media-specific websites. Of the total, a relatively small number were published regionally (8%), nationally (24%), or internationally (2%). Nevertheless, coastal stakeholders claim these articles have had a negative impact on the sale of Gulf seafood to local tourists and buyers outside the region. Preliminary content analysis illustrates that reporters’ framing of food safety and food safety oversight may have led to, or exacerbated, concerns.

“Using Mixed-Mode Contacts to Facilitate Participation in Mixed-Mode Surveys,” Glenn D. Israel, University of Florida

Considerable research has focused on encouraging responses via the web for address-based samples of the general population. This study examines the utility of incorporating e-mail addresses into mixed-mode procedures for surveys of the general public. When there are

multiple types of contact information, survey administrators can use more mixed-mode methods. The study uses clients who have received information from the Cooperative Extension Service to analyze how implementation procedures and response mode affect response rates. The clients form three strata (based on providing contact information for postal address only, e-mail only, and both). For clients with both mail and e-mail addresses, four experimental groups were created, including two mixed-mode groups, a mail only group and an e-mail only group. I focus the analysis on response rates, as well as explore responses for mail and web modes over the sequence of contacts. I found that when mail and e-mail addresses are used to implement a sequence of e-mail and postal invitations in a mixed-mode design, response rates are equivalent to those for mail only surveys. This study demonstrates the benefit of obtaining e-mail addresses and using them in a mixed-mode survey process.

Tuesday, February 7, 8:00 A.M. – 9:15 A.M.

PAPER SESSION (East Mtg. Room B)

Small Farms with Limited Resources

“Helping Small, Limited-Resource, and Minority Farmers to Incorporate Alternative Enterprises into their Farms,” Marion Simon, Kentucky State University; and Victoria Burke, Kentucky State University

Kentucky State University develops programs to incorporate alternative enterprises into small, limited-resource, and minority farmers’ farms to help them to improve their incomes, lower their risks, and assist with their family well-being. Specifically, Kentucky State University staff provide Extension education to farmers and community groups, and focus their research efforts toward the needs of this clientele. Alternative enterprises taught include many topics including: meat and milk goat production, pastured poultry, organic production methods, small-scale vegetable and horticulture production, small-scale aquaculture production, apiculture or bee-keeping, small scale livestock and dairy production, and direct and value-added marketing. This paper will discuss recruiting farmers into the educational programs, teaching methods, and success stories.

“Small” Farmers, Big Challenges: A Needs Assessment of [State] Small Farmers’ Production Challenges and Training Needs,” Jessica L. Gouldthorpe, University of Florida
Joy N. Goodwin, University of Florida

As “an essential mechanism for delivering information and advice” in modern farming (Jones & Garforth, 1998, p. 9), extension must perpetually assess the nature of programming for clientele. One particular audience, the small farmer, remains an ideal target audience for extension staff due to the increasing number, but limited impact these farms are able to have with the current set of resources. Six focus groups were conducted throughout the state of [State] to identify perceived challenges that small farmers believe affect their operations, as well as current perceptions and uses of extension and specific programming needs. The data collected suggests that the small farmer population in [State] represents a diverse array of individuals with vastly different needs. Extension programmers need to consider formatting their programming and information into various different mediums in order to comply with the cultural, geographical, and agricultural needs of different parts of the state.

“Production Efficiency of Small Scale Aquaculture Producers in Uganda: A Socio-Economic Perspective,” James O. Bukenya, Alabama A&M University

The paper examined the efficiency of resource utilization in pond fish farming in Central Uganda, using a production function approach. The study draws on data from a field survey conducted in June-July 2010 on 200 fish farms in three major fish farming districts: Mukono, Mpigi and Wakiso. The districts were part of a study area selected for a two-year aquaculture development project funded by USAID-AquaFish Collaborative Research Program. The analysis was carried out using

descriptive statistics and stochastic frontier production function. Regression results indicate that pond size, feed cost, fingerlings usage, and labor resources are significant determinants of output in pond fish farming in the study area. Furthermore, the estimated index of resource-use efficiency revealed that fish farmers were inefficient in resource allocation by over-utilizing labor with an estimated allocative efficiency index of -0.94 and grossly under-utilized pond size, feeds and fingerlings with allocative efficient indices of 1.15, 1.64, 3.71, respectively.

“Wasn’t That Made in Japan? A Study of the Political-Economic Backdrop of Community Supported Agriculture in Japan,” Kiyohiko Sakamoto, University of Kentucky; and Hiroaki Murase, Keio University

This paper presents case studies of Community Supported Agriculture (CSA) in the US and Japan in order to examine why CSA still remains mostly unknown in Japan despite a common belief that its prototype was conceived there. Our analytical focus is put on how politico-economic, cultural and agro-ecological settings have influenced local-level institutional and organizational settings that have enabled and sustained, or perhaps hindered, the CSA endeavors with different degrees of proliferations in the two countries. Though being preliminary, our study drawing on interviews with the CSA practitioners and content analysis of relevant policy documents puts forward a few tentative conclusions: (a) availability (or lack of thereof) and different patterns of supports from the governments have shaped varying local social networks through which the CSA practitioners established their enterprises, and (b) behind the varying patterns of governmental supports are different degrees or timings of penetration of (neo)liberal ideology into locus of policy-making. Based on these observations we assert that despite some critics’ remark that CSA practices are against neoliberal ideology, our CSA cases embody, at least somewhat, ideological values of neoliberalism, calling for careful examinations of this particular political-economic ideology and its consequences on sustainable farming endeavors.

PAPER SESSION (East Mtg. Room C)

Seeing Sustainability from the Farm

“Sod-Based Rotation Systems: Barriers, Constraints and Misaligned Concerns,” Jennie Huntrods, Auburn University; and Michelle R. Worosz, Auburn University

Over the last decade, a Southeastern Tri-State research team (Alabama, Georgia, Florida) has been working to develop an innovative, low-input sod-based rotational (SBR) system of cattle, bahiagrass, peanuts, and cotton for small and medium size producers. This paper presents preliminary analysis of the process of information dissemination, the barriers and constraints to adoption, and an analysis of system design. Data were collected from all participants—growers, extension employees, researchers—at a one-day workshop and a one-day extension field day using participant observation. Content analysis of participant questions about the SBR and the introduction of cattle were used to explore perceived barriers and constraints to adoption. Our findings show that growers have significant concerns about the system that do not align with the concerns of researchers and extension agents who developed the system. These findings illustrate the consequences of research initiated without stakeholder input into project objectives, design, and oversight.

“Econometric Forecasting of Irrigation Water Demand and Benefits to ACT-and-ACF River Basin Crops in Alabama,” Babatunde A. Obembe, Alabama A&M University; and Swagata “Ban” Banerjee, Alabama A&M University

Over the years, Alabama farmers have been faced with varying drought conditions and water shortage. Available data on U.S. Drought Monitor regarding assessment of recent conditions and drought status in Alabama from the National Oceanic & Atmospheric Administration (2011) showed that 17.4% of the state land areas, which represent 13 southeastern counties, are in “extreme” drought conditions. While another 30.6% of the area has come under “severe” drought

conditions. With drought conditions on the rise, policymakers and farmers are interested in combating water shortages. The objective of this paper is to evaluate the benefits of econometrically forecasting irrigation water demand of the Alabama-Coosa-Tallapoosa (ACT) and Apalachicola-Chattahoochee-Flint (ACF) River Basin crops in Alabama. A statistical method using futures prices and a modified weighted average of past yields – are employed to generate prices and yield expectations. These are used in a land allocation model to generate measures of risks and returns.

“Investigating the Underlying Factors that Influence Consumer Attitudes Toward Fresh Fruit and Vegetable Attitudes,” Cihat Gunden, North Carolina A&T State University; Bulent Miran, North Carolina A&T State University; and Terrence Thomas, North Carolina A&T State University

This study investigated the underlying factors influencing consumers’ preferences for attributes of fresh fruits and vegetables: nutrition value, hygiene, taste, affordable price and freshness. The study collected data from a random sample of 412 consumers in Georgia, North Carolina and South Carolina. Fuzzy Pair-wise Comparison, segmentation, multidimensional scaling and tobit analysis were used to analyze the data. Results indicate that only gender, marital status and education played a significant role in influencing consumers’ preferences. Consumers in making purchasing decisions pay more attention to freshness, taste and hygiene attributes of fresh fruits and vegetables than they do price and nutritional value, when these attributes are considered individually. These results indicate a need to educate consumers on the connection among food attributes and their relevance to healthy eating habits and a healthier lifestyle. Additionally, segmentation analysis indicates that benefits will accrue to farmers who are able to meet specific needs of consumers.

Tuesday, February 7, 9:30 A.M. – 10:45 A.M.

PAPER SESSION (East Mtg. Room B)

Food Security

“The Food Policy Council Movement: An Exploratory Study,” Patrick H. Mooney, University of Kentucky; and Gabriele Ciciurkaite, University of Kentucky

Our proposed research focuses on the development of Food Policy Councils (FPCs). Though a few food security councils have existed for nearly 30 years, most are relatively new players in the field. The number of FPCs has expanded rapidly over the last decade. The councils have attempted to enhance public recognition of the importance of local foods in improving the nutrition in underserved populations, helped bring increased discussion of the local food agenda to organizations and government agencies not historically connected with food production, and brought a more focused approach to issues facing local farm families and rural enterprises. Even though this “social movement” is gaining momentum, no encompassing studies of it have been conducted. Several reports have been issued, e.g., American Planning Association (APA), Community Food Security Coalition (CFSC). However their focus has been limited to a small number of cases. Based on the available FPC websites (linked to the Community Food Security Coalition), we have collected a data set of 102 cases. Representing the exploratory stage of this project, our presentation will provide an initial descriptive overview FPCs, chart their functions and map out the main actors in the food policy council movement.

“Depression among Food-Insecure Poor, Female-Headed Families in Rural Alabama,” Andrew Zekeri, Tuskegee University; and Reuben Warren, Tuskegee University

Food insecurity is defined as “being uncertain of having, or unable to acquire, enough food to meet the needs of all their household members because they have insufficient money or other

resources for food (Nord, Andrew & Carlson, 2005). No studies have evaluated the factors associated with depression among food insecure female-headed families in the rural south. We sought to evaluate the prevalence and independent risk factors associated with symptoms of depression in a cohort of food insecure female-headed families in rural Alabama. Among the 300 food-insecure poor, female-headed families, 67% had depressive symptoms. In multivariate analysis, being younger, African American, having less education and less income are associated with depressive symptoms.

“The Decoupling of Theory and Method in Defining and Measuring Food Security,” Brett Wolff, University of Kentucky

Given the abundance of conceptual definitions of food security floating around academic and popular discussion of the subject, and the emergence of authoritative measurement tools in the field, an investigation of the relationship between the two seems appropriate. Specifically, in this paper I investigate the ways in which broadly used food security measurement tools overlap with and diverge from similarly ubiquitous theoretical definitions of the term. Outlining several important historical shifts in the measurement of the concept “food security,” I begin to uncover the definition of the term that emerges from the way we measure it. After contrasting this definition with the aforementioned theoretical explanations of the term, I proceed to consider the consequences of semantically conflating distinct conceptual constructs. I conclude by considering the theoretical value of “food security,” the contexts for its appropriate use and its utility in the future.

PAPER SESSION (East Mtg. Room C)

Addressing Inequality

“What are the Effects of Nonmetro Residence and Other Dimensions of Social Inequality on Earnings?” Edward B. Reeves, Morehead State University

Lobao, Hooks, and Tickamyer (2007) argue sociologists must investigate geographic differences as a prominent dimension of social inequality alongside the more traditional dimensions (e.g., social class, race, and gender). This study estimates the effect size of nonmetro residence on earnings in the United States and compares it with other dimensions of social inequality, such as gender, race, marital status, years of education, and work experience. The population chosen for this study consists of men and women in the United States, 35 – 55 years of age, who earn an income from employment. In sampling this population, I use the 2008 American Community one-percent sample (N = 709,263). The analysis uses quantile regression, an econometric technique that estimates appropriate conditional coefficients when the dependent variable has a skewed distribution. Findings include: At median earnings, the effect of nonmetro residence is comparable to the effects of other dimensions of social inequality. This supports the argument of Lobao et al. regarding the importance of studying the geographic dimension. But, my analysis goes further by comparing the effects of the various dimensions of social inequality on the shape of the earnings distribution. For instance, my analysis shows that compared with most other dimensions of social inequality nonmetro residence attenuates the positive skewness of the earnings distribution.

“Racial History, Legacy, and Economic Development,” Jessica Crowe, University of North Texas at Dallas

For more than a century, white communities across the United States employed strategies to remain all-white, including violent acts, forcibly driving minorities out of town, and local ordinances. One particularly widespread and effective approach used by many towns to exclude certain groups of people from living in their towns was the creation of a 'sundown town.' This paper seeks to understand how historical racial policies affect present-day community life and, in particular, one component of community life that many towns currently struggle with: economic

development. By examining the racial histories and economic development activities of eight towns in Illinois, the study uses interviews, observation, and content analysis to examine how historical legacy can carry over to the present and affect economic development.

“Who Owns Alabama? Absentee Ownership of Forest and Farm Land,” Conner Bailey, Auburn University

Recent research using data on landownership from 50 of 67 Alabama counties documented that over 60 percent of all forestland and over 40 percent of all farmland in Alabama are owned by absentees, defined as people who do not live in the county where the land is located. Further, over one-third of absentee forestland owners and 30 percent of absentee farmland owners live in a different state. This research further documents strong correlations exist showing that absentee ownership has a significant negative impact on quality of life. The historical origins and contemporary social and political implications of these findings are described in this paper.

“The Relationship between Entrepreneurship, Innovation and Economic Growth: Evidence from Sub-national Data,” Morgan Pettway, Alabama A&M University; and Danyelle Starks, Alabama A&M University

This paper analyses the possible link between entrepreneurship, innovation and economic growth. This link has been studied extensively under cross-country studies, but less so for sub-national studies. The paper uses an augmented Cobb–Douglas production to explore firm formation and technological innovation as separate determinants of economic growth in the United States. For this purpose, we investigated cross-sectional state-level data. Using the GEM-model as a reference, we expect declining rates of entrepreneurship, as economic growth opens up employment possibilities decreasing the number of necessity entrepreneurship. This pattern, however, is not found in the U.S. state-level data. Rather, the results indicate positive effect of entrepreneurship and technological innovation on economic growth. Based on standard growth regressions using real per capita gross state product, we find that an increase in the level of entrepreneurial activity is robustly associated with an increase in economic growth. Such findings reinforce calls for policy changes at the state level that promote more productive entrepreneurship and innovation. To the contrary, we find the relationship between technological innovation and economic growth to be ambiguous. The positive effect of physical capital and labor on gross state production is another result of this study.

TITLE

Colleen E. Wynn, Western Kentucky University

Since 1996 researchers have been studying the modern welfare system in many contexts; we have chosen to explore in more depth the relationship between welfare prevalence and success on statewide standardized tests. This will be studied across two predominately rural counties in the South Central Kentucky area as defined by the US Census. We plan to draw 2010 Kentucky Core Content Test data from the Kentucky Department of Education and utilize the Kentucky Transitional Assistance Program data accessed from the Kentucky Cabinet for Health and Family Services. We aim to distinguish the average Kentucky Core Content Test (KCCT) score of senior-level students in each school within the districts encompassed by our chosen counties, identifying and excluding any outliers that may skew our measures in order to form a representative depiction of schools in the county. We will also examine the prevalence of welfare receipt in those districts. We will then compare these two measures between counties and analyze whether a significant relationship exists between welfare receipt and KCCT scores.