

SOUTHERN RURAL SOCIOLOGICAL ASSOCIATION ANNUAL MEETING

***“Reimagining the Future of Agriculture:
Building Knowledge for Sustainability and Resilience”***



**February 1 - 4, 2014
Dallas, Texas**

**Southern Rural Sociological Association Annual Meeting
February 1-4, 2014**

***“Reimagining the Future of Agriculture:
Building Knowledge for Sustainability and Resilience”***

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SUNDAY, FEBRUARY 2

7:45 A.M. – 3:30 P.M.

REGISTRATION

Majestic Rooms Lobby

8:00 A.M. – 9:15 A.M.

SRSA EXECUTIVE COUNCIL MEETING

Majestic Room 7

9:30 A.M. – 10:45 A.M.

PAPER SESSION

Majestic Room 7

Change and Development

Moderator:

James Bukenya, Alabama A&M University

A Test for Price Integration in the Uganda Aquaculture Market

James O. Bukenya, Alabama A&M University; Maurice Ssebisubi, Aquaculture Management Consultants Ltd., Kampala, Uganda; and Joseph Molnar, Auburn University

Using Function-Based Spatiality to Examine County-Level Predictors of Kentucky Population Change (2000-2012)

W. Trevor Brooks, Randi Ingram, and David Rands, Austin Peay State University

An Agrifood Regimes Analysis of Poultry Grabs in China and Australia

Douglas H. Constance and Kevin Travers, Sam Houston State University

Membership Structure Design and Organizational Theory

Thomas W. Gray, U. S. Department of Agriculture and University of Saskatchewan

Development of Local Food Projects for Community Stability

Erica Indiano, Keiko Tanaka, and Patrick Mooney, University of Kentucky

11:00 A.M. – 12:30 P.M.

PAPER SESSION

Majestic Room 7

Economy, Policy and Rural Communities

Moderator:

Trevor Brooks, Austin Peay State University

Policy Implications for Local Communication Systems from Horizontal Drilling and Hydraulic Fracturing Development

Alex Carmichael and Colter Ellis, Sam Houston State University

It Often Takes Two Incomes to Raise a Farm: On-Farm and Off-Farm Employment in Kansas

Sarah S. Beach, Sam Houston State University and László J. Kulcsár, Kansas State University

Protecting Public Investment: Revitalizing Mississippi's Agricultural Centers

Judith Phillips, Rachael Carter, Bricklee Miller, and Dallas Breen, Mississippi State University

SMART: Industry-Based Initiative to Ensure a Resilient Seafood Industry

Angie B. Lindsey, University of Florida

Entrepreneurial Communities, Power, and Autonomy: Advancing a New Theoretical Nexus Between Entrepreneurship and Local Economic Development

Michael W-P Fortunato and Cheryl L. Hudec, Sam Houston State University; William C. Shuffstall, Pennsylvania State University; Morgan Clevenger, Wilkes University, and Peter Wolfhorst, Pennsylvania State University

12:30 P.M. – 1:30 P.M. - Lunch (on your own)

1:30 P.M. – 3:00 P.M.

PAPER SESSION

Majestic Room 7

Sustainability and Rural Community

Moderator:

Robert Zabawa, Tuskegee University

Sustainable Agricultural Practices for Small Scale Farmers in Four Southern States

Folashade Adalumo, Robert Zabawa, and Nii Tackie, Tuskegee University

Promoting Sustainable Living Among Non-Environmentally Motivated Individuals: The Importance of Key Informant Involvement

Brooklynn J. Wynveen, Clemson University

Exploring Beginning Farmer Knowledge Production of Sustainable Farming Systems in the Upper Southeast Region: A Systems Approach to "Mapping" Agricultural Sustainability

Kim L. Niewolny and Lorien MacAuley, Virginia Tech; Keiko Tanaka, Lillian Brislen, and Krista Jacobsen, University of Kentucky; Margarita Velandia and Zongyu Li and Annette Wszelaki, University of Tennessee

Sustaining Rural Communities: Determining Effective Branding for Local Food

Keegan D. Gay, Joy N. Rumble, and Alexa J. Lamm, University of Florida

Community Leaders' Perceptions of Shale Development: An Analysis of County and Community Government Officials in Shale Regions

Jessica Crowe, Southern Illinois University

3:15 P.M. – 4:00 P.M.

JRSS Editorial Meeting

Majestic Room 7

Monday February 3

7:45 A.M. – 3:00 P.M.

REGISTRATION

Majestic Rooms Lobby

8:00 A.M. – 9:30 A.M.

PAPER SESSION

Majestic Room 7

Leadership, Satisfaction, and Practice

Moderator:

Leanne M. Avery, State University of New York (SUNY) Oneonta

Engaging Rural Leaders in Program Evaluation

Hannah S. Carter and Valerie McKee, University of Florida

Building Rural Opinion Leader Knowledge: Preferred Learning Channels and Activities

Kevan W. Lamm, Alexa J. Lamm, and Hannah Carter, University of Florida

Oral Traditions: A Contextual Framework for Complex Science Concepts

Leanne M. Avery and Chelsea Backus, SUNY Oneonta, and Bryan J. Hains, University of Kentucky

9:30 A.M. – 9:45 A.M.

BREAK

Majestic Rooms Lobby

9:45 A.M. – 10:45 A.M.

PAPER SESSION

Majestic Room 7

Regional and Small Farm Issues

Moderator:

Louie Rivers, Jr., Kentucky State University

Developing the Animal Health Network

Marion Simon, Kenneth Andries, and Louie Rivers, Jr., Kentucky State University

Assessment of Micro-Lending Programs in the Alabama Black Belt Region

Md. Z. Mutaleb and Ntam Baharanyi, Tuskegee University

Human Dimensions of Invasive Species

Colter Ellis and Andrew Prelog, Sam Houston State University

Risk Management Training Needs Assessment of Small Farmers in Tennessee

Hiren Bhavsar, Fisseha Tegegne, Surendra Singh, and Enefiok Ekanaem, Tennessee State University

Analysis of Small Farmland Productivity in Kentucky

Buddhi R. Gyawali, Rosny Jeans, Albert O. Assibey-Mensah, Marion Simon, and Ken Bates Kentucky State University; and Swagata “Ban” Banerjee, University of Wisconsin Platteville

Oil Exploration, Women and Agriculture in the Niger Delta Region of Nigeria: An Ecofeminist Critique

Chioma Joseph-Obi, University of Port Harcourt

Food Security, Nutrition and Health

Majestic Room 9

Moderator:

Godfrey C. Ejimakor, North Carolina A&T State University

Assessing Attitudes of Food Desert Residence toward Intervention Aimed at Addressing Access and Intake of Fresh Fruits and Vegetables

Terrence Thomas and Benjamin Gray, North Carolina A&T State University and Cihat Gunden, Ege University

An Ugly Cycle: Food Safety Standards, Corporate America and Public Concern

Rebekah Callen, Sam Houston State University

Contradictory Perceptions about Childhood Obesity in Rural Community

Jin Young Choi, Sam Houston State University and Paula J. Tripp, Oklahoma State University

Food Systems: Impacts and Understandings within Society

Robert A. Wilson, University of Massachusetts Boston

Social Implications of Urban Foods Deserts: An Immersive Graduate Student Experience

Tara A. McClintic, Amber R. Shobe, Erica J. Flores, Shari R. Dutton, Dale H. Davis, Ashley M. Puckett, Rashawn P. Franklin, Victoria Hamilton, and Bryan J. Hains, University of Kentucky

11:15 A.M. – 12:45 P.M.

SRSA AWARDS LUNCHEON AND PRESIDENTIAL ADDRESS

Press Club

***“Reimagining the Future of Agriculture:
Building Knowledge for Sustainability and Resilience”***

SRSA President: Keiko Tanaka, University of Kentucky

1:00 P.M. – 2:30 P.M.

PAPER SESSION

Majestic Room 7

Education, Extension and Rural Youth

Moderator:

Terrence Thomas, North Carolina A&T State University

Implementing Place-Based Education in a Learning in Society Course

Marcus L. Hollan and Bryan J. Hains, University of Kentucky

A Child's Perspective: Impacts of School-Based Garden Programs in Underprivileged Rural Areas

Courtney T. Owens, Alexa J. Lamm, and Erica Odera, University of Florida

Challenges for Participating in School Meals among Rural School Children

Jin Young Choi, Sam Houston State University and Paula J. Tripp, Oklahoma State University

The Tuskegee Negro Conference Agent: Precursor to the 1914 Smith-Lever Cooperative Extension System

Robert Zabawa and Ntam Baharanyi, Tuskegee University

Western Agricultural (High) Technology and Nigerian Rural Development

Zacchaeus O Ogunnika, Virginia State University

Investigating the Influence of Personal, Social and Cultural Factors, and the Structure of Food Deserts on Eating Habits of Residents

Terrence Thomas, North Carolina A&T State University; Cihat Gunden, Ege University; and Benjamin Gray North Carolina A&T State University

2:30 P.M. – 2:45 P.M.

Break

Majestic Rooms Lobby

2:45 P.M. – 4:00 P.M.

Majestic Room 7

PANEL DISCUSSION

Preserving and Re-imagining the Power of Place and Local Knowledge for Enhancing Resilience of Rural People and Communities

Organizer: Leanne M. Avery, State University of New York (SUNY) Oneonta

Panelists: Leanne M. Avery, SUNY Oneonta, Bryan J. Hains, University of Kentucky, and Gene Theodori, Sam Houston State University

POSTERS

DDCC Grand Hall Preconvene

Finding Agriscience in Museums: Agriculture Exhibits and Their Role in Relation to STEM at Science Museums

Christie Harrod and Kathryn Stofer, University of Florida

Utilizing a Professional Practicum to Engage Rural Community Partners

Kristina G. Ricketts and Bryan J. Hains, University of Kentucky

4:15 P.M. – 5:30 P.M.

SRSA GENERAL BUSINESS MEETING

Majestic Room 7

6:00 P.M. – 7:00 P.M.

SRSA PRESIDENTIAL RECEPTION

Majestic Room 7

Tuesday February 4

8:00 A.M. – 9:30 A.M.

SRSA EXECUTIVE COUNCIL MEETING

Presidential Suite

PAPER PRESENTATION ABSTRACTS

A Test for Price Integration in the Uganda Aquaculture Market

James O. Bukenya, Alabama A&M University; Maurice Ssebisubi, Aquaculture Management Consultants Ltd., Kampala, Uganda; and Joseph Molnar, Auburn University

This study explores the interdependencies of farm-raised and wild catch markets in Uganda. The country's fisheries sector is comprised of both capture and farm-raised (aquaculture) fisheries with the former contributing most of the total production. Capture fishery is basically artisanal while aquaculture is primarily practiced by farmers as one of the many farming activities. The issue of integration between farm-raised and wild catch fish markets is important, since different developments are taking place in these markets. First, during the last decade African catfish (*Clarias gariepinus*) has become an important traded species with exports to regional markets (i.e., Southern Sudan & Democratic Republic of Congo) rising even faster than production, yet limited research has been undertaken on these markets. Second, the analysis provides a contribution to the unsettled issue relating to the competition between farmed and wild species. This is important as the overfishing of wild stocks coupled with the expansion of a wide variety of aquaculture products in the market, could lead to farmed fish competing more directly with wild fish. The analysis draws on monthly price data from January 2006 to August 2013, and applies co-integration test procedures to determine the existence of market linkage and integration. The results show that prices in both markets are linked in the long-run, implying that, Uganda's farm-raised African catfish forms part of the same market as wild catch catfish. The results can be used by aquaculture producers and traders as basis for more efficient farm management and marketing decisions.

Oil Exploration, Women and Agriculture in the Niger Delta Region of Nigeria: An Ecofeminist Critique

Chioma Joseph-Obi, University of Port Harcourt

Nigeria is a de facto monoculture and the 7th largest producer of crude oil in the world. This oil, produced almost exclusively in the Niger Delta region, accounts for roughly 85 percent of its earnings. Over the past four decades oil exploration, drilling, and production have impacted negatively on women in the Niger Delta region. In spite of the fact that the Niger Delta is naturally endowed with resources and biodiversity, environmental degradation associated with the oil industry has undermined the quality of life of its inhabitants. Oil spillage, land degradation, water pollution and gas flaring have devitalized whole communities and destroyed ecosystems in their wake. The economy of the region, which turns on subsistence agriculture, has also been threatened by the forceful appropriation of land for oil exploratory activities. This weakens agricultural production and ultimately results in the massive importation of food, thereby putting pressure on foreign exchange from oil and gas. To deepen our understanding of the problem we shall attempt to answer the following questions within the context of feminist theory: What is the impact of oil-related activities on agriculture in the region? What can be done to improve the quality of agriculture in the area? How have the activities of oil companies impacted women in the area? What might be done to improve the quality of life of rural women in the area?

Using Function-Based Spatiality to Examine County-Level Predictors of Kentucky Population Change (2000-2012)

W. Trevor Brooks, Randi Ingram, and David Rands, Austin Peay State University

This study utilizes a function-based spatiality approach to examine which social and demographic factors best predict Kentucky's 2000 to 2012 population change. Function-based spatiality seeks to integrate the ideas of co-evolution, sub-optimality, iteration, and connectivity and agency from the complex adaptive systems perspective. Counties within a system are interconnected and thus co-evolve as each adjusts to social change. These changes, although complex, tend to be repetitive and thus predictable. The theory also argues that humans are free to make choices, such as migration, but choices are guided by the larger social structure. County-level data from the U.S. Census Bureau and Economic Research Service are used to show which factors most significantly predict Kentucky's population change. Preliminary results indicate that median household income and percent commuting to another county for work, positively predict population change, while median age and counties found in the Appalachian region were negatively associated with Kentucky's 2000-2012 population change.

An Agrifood Regimes Analysis of Poultry Grabs in China and Australia

Douglas H. Constance and Kevin Travers, Sam Houston State University

The paper applies a sociology of agrifood conceptual framework combined with a commodity systems analysis methodology to investigate the case of poultry grabs to inform discussion on the globalization of economy and society based on neoliberal restructuring. The topic of land grabs is a central discussion in the literature on agrifood globalization. The vertically-integrated poultry commodity system has been advanced as the model of agrifood globalization based on flexible accumulation in production and processing. The processes of vertical integration plus horizontal integration have resulted in a system of monopsony opportunism whereby the poultry corporations discipline the growers through debt bondage. Companies such as Tyson Foods, Inc. of the US, JBS of Brazil, and Charoen Pokphand of Thailand are diffusing this model into developing countries. Proceeding from a financialization of agrifood regimes framework, we investigate two cases of venture capital poultry grabs, one by Goldman Sachs in China and the other by TPG Capital in Australia, to illuminate the particular characteristics of the venture capital poultry grabs.

Membership Structure Design and Organizational Theory

Thomas W. Gray, U. S. Department of Agriculture and University of Saskatchewan

Various socio-political-economic pressures, e.g. globalizations, specialization, industrialization, have led to the development of highly complex cooperative operations and to concepts for understanding operations. However, the development of membership structures and concepts for understanding these structures has lagged. This paper imports organizational design and contingency theory into the member control literature on U.S. agricultural cooperatives. Membership control structure is understood as having three aspects (representation, policy making, and oversight) and two environments (the members themselves, and management and operations). Building from cooperative principles and following the development of cooperatives from simple to complex organizations, this paper develops a series of axiomatic propositions for understanding and designing membership structure. The development of these propositions is meant to be codified as a group in the furthering of a mid-range (organizational) theory of membership structural design. Such work should help develop a language for understanding and furthering discussion and research of membership and member control in agricultural cooperatives.

Policy Implications for Local Communication Systems from Horizontal Drilling and Hydraulic Fracturing Development

Alex Carmichael and Colter Ellis, Sam Houston State University

Technological developments in horizontal drilling and hydraulic fracturing have made oil and gas exploration in the Eagle Ford shale economically possible for the first time. The social effects of this development are extreme. Local communities are now enjoying unprecedented tax revenue, but are also learning to cope with extreme traffic, housing shortens, substandard infrastructure, rising crime rates, and increased food costs, among other concerns. Using qualitative data collected with 42 community leaders and industry stakeholders in the Eagle Ford Shale, this study examines the cultural and community context of these issues. This study shows that the communication systems in place between industry and local residents fail to fully convey concern or solutions to problems that the residents feel are self-evident. Results from this study suggest policy changes that will help mitigate community-industry disconnects. Technological developments in horizontal drilling and hydraulic fracturing have made oil and gas exploration in the Eagle Ford shale economically possible for the first time. The social effects of this development are extreme. Local communities are now enjoying unprecedented tax revenue, but are also learning to cope with extreme traffic, housing shortens, substandard infrastructure, rising crime rates, and increased food costs, among other concerns. Using qualitative data collected with 42 community leaders and industry stakeholders in the Eagle Ford Shale, this study examines the cultural and community context of these issues. This study shows that the communication systems in place between industry and local residents fail to fully convey concern or solutions to problems that the residents feel are self-evident. Results from this study suggest policy changes that will help mitigate community-industry disconnects.

It Often Takes Two Incomes to Raise a Farm: On-Farm and Off-Farm Employment in Kansas

Sarah S. Beach, Sam Houston State University; and Laszlo Kulcsar, Kansas State University

With the vast changes in U.S. agriculture, which require significant capital investments, income from farming does not necessarily satisfy the needs of farming households. For farm families, working both on the farm and off of the farm is increasingly important. With the majority of farms in Kansas family owned, we use survey and interview data from a study of Kansas farmers' land-use decisions to address the following questions: Are smaller scale family farming operations more likely to have a household member engaged in off-farm employment? In households with a family member working off-farm, what are the characteristics of the operators and the farm operations? The results suggest that if a farm operation has sales of less than \$100,000 annually and it is smaller than 100 acres, or the farmer is younger, more educated or started farming more recently, the chances that they have a household member working off-farm are greater.

Protecting Public Investment: Revitalizing Mississippi's Agricultural Centers

Judith Phillips, Rachael Carter, Bricklee Miller, and Dallas Breen, Mississippi State University

There is a growing concern regarding the sustainability of agricultural centers in the State of Mississippi. As county budgets shrink many communities are struggling with decisions regarding how best to fund, maintain, and utilize these facilities. This presentation reports on research conducted to aid decision makers and includes, but is not limited to, an analysis of the equine and livestock show participants; a study of feasibility of using expo centers as music venues; a review of county fairs, and a look into factors that contribute to successful facilities. A key research question addressed in this study was the need to balance the use of agricultural centers to host localized community events and the use of agricultural centers to host events that attract tourists and visitors in the area and thereby contribute to new revenues and job creation in the local economy.

SMARRT: Industry-Based Initiative to Ensure a Resilient Seafood Industry

Angie B. Lindsey, University of Florida

Apalachicola, Florida is economically dependent upon the seafood industry, and oyster production alone accounts for 90% of oysters sold in Florida and over 10% in the continental USA. As a result of hardships faced by the community, the seafood industry and specifically oyster production, is down significantly. To fight back, local seafood industry workers launched a community based collaborative effort to build local capacity/consensus to develop a sustainable and resilient resource management plan to insure the future of Franklin County's seafood heritage. The Seafood Management Assistance Resource and Recovery Team (SMARRT) includes seafood and tourist industry user groups dependent on the Apalachicola Bay. Their work is focused on programs and decisions that directly impact the health of the Apalachicola Bay and the production of seafood. Since their inception in January, 2013, this group has worked with local regulating agencies and met with program specialist for aquaculture and water management systems.

Entrepreneurial Communities, Power, and Autonomy: Advancing a New Theoretical Nexus Between Entrepreneurship and Local Economic Development

Michael W-P Fortunato and Cheryl L. Hudec, Sam Houston State University; William C. Shuffstall, Pennsylvania State University; Morgan Clevenger, Wilkes University, and Peter Wolfhorst, Pennsylvania State University

From basic industries like farming and manufacturing to advanced services like finance and engineering, one finds a wealth of small businesses in rural areas. In the wake of disappointing rural economic development strategies like industrial recruitment (smokestack chasing), a common alternative strategy has been to invest in entrepreneurship – but what kind? This presentation raises questions about using entrepreneurship as a strategy for economic development. By integrating social and entrepreneurship theory (and a few applied studies), we seek to understand conceptually what is meant by an *entrepreneurial community*, and demonstrate how contested notions of what constitutes *entrepreneurship*

can determine *who* has the power to innovate. We seek to advance the social science's contribution to entrepreneurship theory by challenging consensus-based models of development. Our model for an entrepreneurial community makes room for individualism, autonomy, and innovative activity "in the tails" while building community identity and strengthening interpersonal networks in an adaptive and evolutionary entrepreneurial milieu.

Sustainable Agricultural Practices for Small Scale Farmers in Four Southern States

Folashade Adalumo, Robert Zabawa, and Nii Tackie, Tuskegee University

World-wide and in the United States, the largest population in production agriculture is dominated by small-scale producers. Given this preponderance, small farms have a large impact on natural resources, soil, air and water; and where traditional production practices often result in environmental degradation and socioeconomic losses due to cultural reasons, lack of access to production resources, new technologies and outreach programs. The objective of this paper is to investigate: (i) the existing sustainable agricultural practices used by the small scale farmers, specifically African American farmers, in the southern United States including Alabama, Georgia, South Carolina and Mississippi; (ii) the factors that encourage or impede the adoption of these sustainable practices; and (iii) the participation and awareness of the farmers about available farming assistance provided by governmental agencies and community-based organizations. Initial results indicate that the lack of information and financial assistance prevents the adoption of many sustainable practices.

Promoting Sustainable Living Among Non-Environmentally Motivated Individuals: The Importance of Key Informant Involvement

Brooklyn J. Wynveen, Clemson University

Social science researchers agree that overconsumption is a major problem in Western culture today, particularly in the United States. Thus, it is important to promote sustainable behavior among the general public. Although existing research offers suggestions for promoting sustainable behaviors among environmentally-motivated audiences, a void remains with respect to encouraging non-environmentally-motivated individuals to adopt more sustainable behaviors. In response, I conducted a formative experiment aimed specifically at fostering participation among non-environmentally-motivated individuals in sustainable living educational programming, with the hopes of subsequently and successfully promoting behavior change among those participants. Over the course of the experiment, I identified key informant involvement as one of the most successful strategies for improving participation in sustainable living educational programming among non-environmentally motivated individuals. This paper details the use of this strategy, and the implications it holds for academics and practitioners (many operating within rural areas) working with similar target audiences.

Exploring Beginning Farmer Knowledge Production of Sustainable Farming Systems in the Upper Southeast Region: A Systems Approach to "Mapping" Agricultural Sustainability

Kim L. Niewolny and Lorien MacAuley, Virginia Tech; Keiko Tanaka, Lillian Brislen, and Krista Jacobsen, University of Kentucky; Margarita Velandia and Zongyu Li and Annette Wszelaki, University of Tennessee

The politics of knowledge production surrounding sustainability is a central theme encompassing the emerging development project of beginning farmers in the United States. Outreach and educational programs for commercially-oriented beginning farmers variously promote site-appropriate and profitable farming practices that also help the next generation realize their own vision of a sustainable farm system. To examine this process of knowledge production in the tri-state region of Kentucky, Tennessee, and Virginia, an interdisciplinary research team is exploring the types of knowledge about agricultural sustainability beginning farmers currently rely on to construct their farming systems. This study illustrates findings from a series of regional listening sessions with beginning farmers as part of our SSARE project. These findings improve our understanding of diverse farm/food systems in which beginning farmers create and participate, current knowledge gaps about sustainable farm systems, and the resources available to them to construct meanings and practices for sustainable ends.

Sustaining Rural Communities: Determining Effective Branding for Local Food

Keegan D. Gay, Joy N. Rumble, and Alexa J. Lamm, University of Florida

Consumers have become increasingly aware that the purchase of local foods has a significant impact on local communities and farmers. A variety of state and local brands have arisen to help consumers identify local foods, but consumers' perceptions of these brands are unknown. The purpose of this study was to determine if consumers' perceptions differ among local and state brands in order to aid in the diffusion of local food and sustainability of rural communities. A survey of 530 Florida residents was conducted utilizing a between-subjects experimental design. Respondents were asked about their attitudes, trust, and information preferences toward state branded and local food. Results found similar consumer perceptions for both state branded and local food, with the exceptions of greater trust in and a greater desire to see a definition of Fresh from Florida food. As well as the belief that Fresh from Florida food comes from larger farms.

Engaging Rural Leaders in Program Evaluation

Hannah S. Carter and Valerie McKee, University of Florida

The W.K. Kellogg Foundation began study/travel programs for farmers in rural communities to foster leadership development within agriculture. One such program conducted an evaluation utilizing three types of focus groups to increase participation from all regions of the state, all industries, and all graduated classes. Thirty-three program alumni participated in six focus groups. Two were traditional focus groups, held in person in two different locations; two utilized webcams and two utilized web chat programs. Using these different focus groups allowed for a greater representation of alumni from rural areas. The in-person and web cam groups were transcribed. All six underwent content analysis for relevant themes. All groups provided common themes of data regarding program benefits and suggestions for changes. Data was more in depth with the in person and web cam groups. This was an extremely cost effective way to conduct multiple focus groups and allowed for a greater representation of rural participants.

Building Rural Opinion Leader Knowledge: Preferred Learning Channels and Activities

Kevan W. Lamm, Alexa J. Lamm, and Hannah Carter, University of Florida

Leadership development programs focused on the development of individuals located in rural settings have been in existence for more than 60 years. The alumni of these programs represent opinion leaders within rural communities. Encouraging program alumni to build their knowledge following their completion represents a significant potential channel for disseminating knowledge within rural communities. A census study of all such alumni from a single southern state program was conducted to understand which learning channel this group preferred. Additionally, respondents also indicated what alumni activities would motivate them to continue to be involved. A total of 119 individuals responded providing a response rate of 61%. Results indicated that the group would prefer networking or communities of practice, followed by formal mentoring relationships. Individuals would be most interested in keynote speakers or special interest groups. This information will be valuable when designing training and building knowledge for individuals from rural communities.

Oral Traditions: A Contextual Framework for Complex Science Concepts

Leanne M. Avery and Chelsea Backus, SUNY Oneonta, and Bryan J. Hains, University of Kentucky

Rural and agricultural sciences have routinely been very pragmatic in their approach using everyday contextual examples to understand complex scientific concepts. This pragmatic approach has often led to their dismissal, by the educational system, as lacking in scientific content and rigor. In actuality, quite the opposite is true. By exploring the historical and cultural dynamics surrounding their dismissal, we uncover the truth. Rurality has a real positionality and much can be learned from rural contexts. Using photodocumentation interviews and case studies with community elders (Avery & Kassam, 2011), we explore the heritage, transmission, utility, and contextual nature of instances of local science knowledge that have been cultivated in various rural and agrarian contexts. In so doing, we highlight alternative ways

of learning and knowing that have been passed down from generation to generation through traditions of oral knowledge and practices/apprenticeships inherent in everyday rural life. In particular, we focus on unique rural and agrarian “sayings” or tenets that have had a long history and role in rural cultures. Unjustifiably, these sayings like many oral traditions have often been dismissed as “folklore.” Consequently they are deemed irrelevant to the modernist educational system (Semali & Kincheloe, 1999), which is increasingly chrematistic (Kassam & Avery, 2013), depersonalized, and disembedded from place (Schafft & Jackson, 2011). A deeper examination of these sayings, however, unveils rich details of scientific principles and complexities that lie beneath the surface and illuminate the micro and macro cultures that often define cognitive schemas for contextual learning and understanding. By reinvigorating deep rooted practices and knowledges such as rural and agrarian sayings we can contextualize educational experiences for rural children and enhance place-based pedagogies that focus on structuring the teaching and learning of rural and agrarian science around local history, culture, language, economy and the environment.

Developing the Animal Health Network

Marion Simon, Kenneth Andries, and Louie Rivers, Jr., Kentucky State University

The Animal Health network was developed as a joint project of 1890, 1862 and 1994 institutions and the Foreign Animal and Zoonotic Disease Center (FAZD Center headquartered at Texas A&M University). The idea was that non-commercial scale (including small farms) or hobby producers often had animals that were sick or harbored diseases. These diseases could be very detrimental to the livestock and poultry industries and could be zoonotic in nature. It was proposed that these producers or hobby-ists often did not use veterinarians or Extension, but relied on feed retailers for their information. The goal of the project was to develop, test, and validate a reliable information system based on the FAZD Center, State Veterinarians, 1890 and 1994 Extension Specialists, county Extension staff (including 1890, 1994 and 1862), and local feed retailers. This provided challenges of timely information delivery, security of the information so it would not be misinterpreted or cause a local “hearsay panic”, and developing the network of people in targeted states who did not necessarily trust the system or its partners (i.e., State Veterinarian trusting the feed retailer).

Assessment of Micro-Lending Programs in the Alabama Black Belt Region

Md. Z. Mutaleb and Ntam Baharanyi, Tuskegee University

Business development initiatives in the Alabama Black Belt region have specifically attempted to include private and public sector strategies that focus on loan funds for microenterprises in low income and low asset communities. It is believed that business approaches that take the social context into consideration will have a better chance of jump-starting economic growth in the region. This study uses the case study approach to (1) review the characteristics of existing and previous loan and microenterprise programs and (2) identify best practices that have produced better business success stories. It is hypothesized that factors that focus on businesses that solve local problems, homogeneity of loan participants, and relatively easy access to locally managed and locally owned small revolving funds will have a major impact on the success of micro financing in the region.

Human Dimensions of Invasive Species

Colter Ellis and Andrew Prelog, Sam Houston State University

Managing invasive species is not a technological problem. It is a social problem. There are 19 vertebrate species in Texas identified as invasive. Each of these animals threatens various ecological or commercial resources, many times in rural areas. There are numerous solutions for dealing with invasive populations, but these solutions are only effective with public support. Using core literature in environmental sociology to frame our analysis, this research investigates stakeholder involvement in the management of invasive species in Texas. Management of environmental problems, and specifically invasive species, is a normative exercise. It entails the mobilization of interactional, contributory, and public expertise in defining the animal as “invasive,” and therefore a problem in need of an organized response. Often, the response

is to exterminate the invasive animal. Results of this research inform a policy lacuna in the invasive species literature that involves the human dimensions of natural resource management in the state of Texas.

Risk Management Training Needs Assessment of Small Farmers in Tennessee

Hiren Bhavsar, Fisseha Tegegne, Surendra Singh, and Enefiok Ekanaem, Tennessee State University

The concept of risk is identified and defined differently by each area of (Székely, 2000; Palinkas, 2009). For the purpose of this study risk is defined as the probability of events that affects an individual's welfare and that is often associated with adversity and loss. This paper attempts to address the risk management needs of small farmers in Tennessee. Primary data are used in the study to achieve its objective. A random sample of 250 agricultural producers across the state was drawn. Descriptive statistics, correlations and chi-square tests were used to assess the relationship between variables like risk taking behavior, risk management training needs of farmers, farmers' involvement in government programs, income from annual sales and future plans. Since majority of the farmers in Tennessee are small, dissemination of information regarding risk management can have fruitful implications in long run in sustainment and growth of agriculture in Tennessee.

Analysis of Small Farmland Productivity in Kentucky

Buddhi R. Gyawali, Rosny Jeans, Albert O. Assibey-Mensah, Marion Simon, and Ken Bates Kentucky State University; and Swagata "Ban" Banerjee, University of Wisconsin Platteville

This paper addresses the current problem of under-utilization and abandonment of farmlands in Kentucky. In the last few decades, U.S. agriculture has been characterized by a shift toward fewer and larger farms and such trend has affected many farms in Kentucky. The objectives of this study are: (1) To locate and identify counties with small farmlands and examine their attributes and agricultural productivity; and (2) To identify factors correlated with the farm productivity of small farms. Agricultural Census Data from 2007 and other socio-demographic and landscape characteristics data were analyzed using regression models. Preliminary results suggest that Kentucky's agriculture is not well diversified and productive as other similar states have. We found a strong spatial pattern of correlation between farmland productivity and changes in land use from traditional row crops to non-agricultural use and metropolitan development effects. Labor availability, farm location, and interaction with market are correlated with farmland productivity.

Implementing Place-Based Education in a Learning in Society Course

Marcus L. Hollan and Bryan J. Hains, University of Kentucky

Higher education is largely failing in its efforts to prepare students for lives of social responsibility and civic engagement (Strand, Marullo, Cutorth, Stoecker, Donohue, 2003). According to Smith (2002), place-based education serves both individuals and communities by helping students explore the value they hold for others. Place-based education also allows communities to benefit from the commitment and contributions of their citizens (Smith, 2002). To address the value of place-based education, a southern land grant institution is using a course to help strengthen the cognitive and emotional acquisition in college students in understanding the value of community based education in rural and urban environments. Through interaction between students and community nonprofit and for-profit organizations, students utilize multiple intelligences and create case studies on how they can better organizations in the community. The presenters will discuss the trials and tribulations associated with implementing such a course utilizing local community as the educational platform.

A Child's Perspective: Impacts of School-Based Garden Programs in Underprivileged Rural Areas

Courtney T. Owens, Alexa J. Lamm, and Erica Odera, University of Florida

School-based gardening programs educate, empower, and develop youth into healthy adults. Studies have shown children living below the poverty guidelines in rural areas are less likely to understand the

concepts of nutritious eating and are less likely to engage in a healthy lifestyle. Previous research has shown students who participate in school-based gardens gain knowledge about the environment, are involved in more exercise, and eat healthier. The purpose of this study was to identify how children involved in school gardening programs felt it impacted their lives. The gardening program took place where the poverty level was above the state average. Focus groups were used to capture the ideas and perceptions of children enrolled in the school-based garden program. The research identified common themes including benefits of gardening, ownership and responsibility, and taking action that leads to life long health.

The Tuskegee Negro Conference Agent: Precursor to the 1914 Smith-Lever Cooperative Extension System

Robert Zabawa and Ntam Baharanyi, Tuskegee University

While 1914 is the Centennial of the Smith-Lever Act that created the national Cooperative Extension System, it is generally acknowledged that cooperative extension work occurred eight years earlier with the commissioning in 1906 of Thomas Monroe Campbell at Tuskegee Institute in November and John B. Pierce at Hampton Institute, Virginia in December as USDA farm demonstration agents. What is less well known is that at the Fourth Annual Tuskegee Negro Conference in 1895 there was a proposal presented for an "education missionary who should visit every portion of the State in the interest of the masses of the people." The brainchild of Tuskegee Founder, Booker T. Washington, the Tuskegee Negro Conference was one of the preeminent meetings for those involved with African American agriculture, specifically farmers, in the South; and over the period 1897-1919 five Conference Agents extended the lessons of the two-day conference state-wide and beyond.

Assessing Attitudes of Food Desert Residence toward Intervention Aimed at Addressing Access and Intake of Fresh Fruits and Vegetables

Terrence Thomas and Benjamin Gray, North Carolina A&T State University and Cihat Gunden, Ege University

This study investigates food desert resident's support for and attitudes toward interventions designed to increase access and intake of fresh fruits and vegetables. In carrying out this investigation, the study conducted two listening sessions with 87 residents purposively selected, to achieve maximum variation, from eight communities in eastern Greensboro, NC. Proposed interventions include community participation in the development of an urban farm and a comprehensive nutrition education program. Preliminary results indicate strong community support for the proposed intervention. Specifically, community members indicate the need to include more fresh fruits and vegetables in their diet in order to address dietary related chronic diseases such as obesity, diabetes, cardiovascular problems, reduce morbidity and improve the overall quality life. From a policy perspective, a participative, holistic approach seems to be a promising strategy for achieving sustainable improvement in the nutrition and health status of food desert residents.

An Ugly Cycle: Food Safety Standards, Corporate America and Public Concern

Rebekah Callen, Sam Houston State University

Most people don't think about the safety level of the food they put into their mouths every day. We are under the impression that if the government allows us to consume it then it is safe enough. However, according to this study and other supporting literature, this is not the case. Layden (1994:20) presented current statistics showing that over 9,000 Americans die every year from food safety related issues. This is a shocking statistic when the U.S. is thought to have some of the safest food in the world. This study reviews literature on the influences that public concern and Corporate America have on current food safety standards. A research survey was conducted and administered in the Central Texas area about food safety and how it affects the public for this study. This study will prove that due to society's eating lifestyle; corporate America, public concern and food safety standards influence each other and actually increase the chance of contracting a foodborne illness. The study concluded that 80% of the participants that contracted a foodborne illness had recently consumed food from a restaurant that followed FDA

standards. 95% of participants stated that they became ill after consuming food, either from a restaurant or at home, that was considered safe by food safety standards. This study will show how our eating lifestyle and other outward influences are hindering what we consume.

Challenges for Participating in School Meals among Rural School Children

Jin Young Choi, Sam Houston State University and Paula J. Tripp, Oklahoma State University

School has been recognized as a critical environment that shapes children's choice and consumption of healthy food. Adequate school cafeterias and nutritional standards and guidelines for school meals established by states and local school districts were found to be related to the improved healthy food consumption among school children. The number of lunches and breakfasts that a child ate at school were also significantly associated with both initial BMI and BMI growth. However, there are limited studies on the contributing factors to participate in school meal programs and children's healthy food choices at school. This study explores the rural parents' perceptions about school meals and concerns for their children's food choices and consumption at school, and their effects on children's participation and choices of school meals. Focus groups were conducted with members of Parent-Teacher Organizations (PTO) and parents with school-aged children in a Texas rural community. The results show that parents have positive perceptions about the nutritional aspects of school meals, but negative perceptions about the quality and taste of school meals. Children's unhealthy choices in the school meal menu and their consumption are identified as serious concerns for most parents. Parental suggestions to improve children's healthy food choice at school are included.

Contradictory Perceptions about Childhood Obesity in Rural Community

Jin Young Choi, Sam Houston State University and Paula J. Tripp, Oklahoma State University

Reversing the growing childhood obesity epidemic has been a high-priority public health issue in the United States. Awareness and perceptions about the seriousness of childhood obesity is a starting point for taking an action. Thus it is important to understand the roles of school and home environments on childhood obesity through perceptions of those who manage meals. In this study we examine the perceptions about childhood obesity, healthy eating, and physical activity in a rural community. Focus groups and individual interviews were conducted with three groups: school administrators, school teachers and staff, and parents. The results show that the three groups have contradictory perceptions about childhood obesity. School teachers and staff identified obesity as serious concern for school children in the community, while administrators and parents did not. However, the three groups agreed that children's healthy eating habits should start at home, and physical activities and education should be more emphasized at school. The challenges and facilitating factors for healthy life style for children were discussed.

Food Systems: Impacts and Understandings Within Society

Robert A. Wilson, University of Massachusetts Boston

This study examines how the shifting American food system has and is impacting the evolution of what the ideas are for proper diet, nutrition, and health. In the last few decades the population of the United States has increased in average weight. This is due mostly to consumption of foods high in empty calories and deleterious nutritional content. For this thesis I will be delving into the different aspects of our culture that are linked to and subsequently changed by our engagement with and conceptions of food and food systems. The manner in which our food is grown, processed, treated, marketed, stored and sold comprises our food system. This directly correlates to how we think and interact with this system that provides a foundational substance for life.

Social Implications of Urban Foods Deserts: An Immersive Graduate Student Experience

Tara A. McClintic, Amber R. Shobe, Erica J. Flores, Shari R. Dutton, Dale H. Davis, Ashley M. Puckett, Rashawn P. Franklin, Victoria Hamilton, and Bryan J. Hains, University of Kentucky

There is growing concern regarding the magnitude of urban food deserts and their social implications (United States Department of Agriculture, 2013). Of primary concern, are individuals impacted by financial

limitations, physical barriers, lack of cultural representation and geographic location. In order to gain a deeper understanding regarding the day-to-day implications of southern urban food deserts, eight graduate students designed and implemented a social immersive experience using experiential education tenets. This nested case study highlights the learner-centered experiential process as students took the role of both instructor and learner. Discussion revolves around course design, preliminary perspectives toward food deserts, immersive experience and post-reflection. Results indicate that students who design then participate in their own immersive educational experience, enhanced their individual empathy and understanding of the complex social issues associated with urban food deserts.

Preserving and Re-imagining the Power of Place and Local Knowledge for Enhancing Resilience of Rural People and Communities

Panelists: Leanne M. Avery, SUNY Oneonta, Bryan J. Hains, University of Kentucky, and Gene Theodori, Sam Houston State University

In this time of global climatic variation, threatened food sovereignty, energy insecurity and rapid socio-cultural and ecological change, the local and indigenous ecological knowledge and cultural diversity that evolves in rural settings, is increasingly crucial for survival on this planet (Kassam & Avery, 2013; Kassam, 2009, 2010). In this panel, researchers, educators and practitioners from the fields of community development, rural science education and rural sociology come together to share and explore ways in which rural communities historically have, and continue to, develop contextually-based pedagogies and practices that sustain and/or counter the persistent challenges of colonization due to energy extraction, educational standardization, and agri-business farming pressures. In addition to sharing our own work, we will also include Dr. Karim-Aly Kassam's (Department of Natural Resources & American Indian Program, Cornell University) collaborative work with several international community-based projects focusing on biocultural diversity and indigenous knowledge to enhance this discussion/presentation. In so doing, we invite SRSA community members and the broader regional and global community to use this forum as a means to discuss and propose future collaborations that might document cases of resilience; and investigate new and innovative ways to preserve and sustain local historical cultural knowledge while imaging new methodologies and practices to ensure that rural contexts not only sustain, but thrive in this rapidly changing environment.

Western Agricultural (High) Technology and Nigerian Rural Development

Zacchaeus O Ogunnika, Virginia State University

This paper examines the question of appropriate technology and rural development. Rural resources are defined as not only consisting of the crops, minerals and wildlife found in the rural areas but also rural dwellers themselves. Technology is defined as "the systematic application of collective human rationality to the solution of problem through the assertion of control over nature and all kinds of human processes". This definition puts both the machines, tools and method of cultivation as components of technology. Appropriate technology, this author argues, must not only be geared towards the development of rural physical and agricultural resources alone, but must also develop the rural dwellers who are themselves part of the rural resources. If the rural dwellers as human resources are developed they would be in a position to further develop the other rural resources. Because of the exploitative motive of the urban power elite most of the rural development projects are geared towards crops and physical resources development. The urban elite stand to gain a lot if physical and crop resources are developed while human resources are neglected. Idachaba has rightly pointed out that rural development projects in Nigeria are more of a response to the needs of urban political economy rather than a response to the yearning of rural people and that rural projects command national attention in direct proportion to the increasing problems of urban political economy.

Investigating the Influence of Personal, Social and Cultural Factors, and the Structure of Food Deserts on Eating Habits of Residents

Terrence Thomas, North Carolina A&T State University; Cihat Gunden, Ege University; and Benjamin Gray North Carolina A&T State University

Food deserts are typically defined as areas with poor access to healthy and affordable food or poor urban areas where residents are not able to buy affordable healthy food. Since food deserts restrict the ability of the individual to practice healthy eating habits, food deserts contribute to unhealthy outcomes. At the same time, it is not clear that improving access to affordable healthy food will produce desired health outcomes. Consequently, this study sought to identify the factors that influence the eating habits of food desert residents. For this study data were collected via a telephone survey using a random sample of 500 residents drawn from 11 communities in eastern Greensboro designated as food deserts. This presentation will report on the preliminary findings of the study and discuss their implications for addressing access and intake and opportunities for improving the overall quality of the diet of food desert residents.

Community Leaders' Perceptions of Shale Development: An Analysis of County and Community Government Officials in Shale Regions

Jessica Crowe, Southern Illinois University

Hydraulic fracturing and horizontal drilling are increasing in regions across the United States as oil and natural gas companies develop shale plays that hold large reserves of the fossil fuels. While proponents tout shale gas and oil development for its wealth and job creation along with its status as a domestic energy source that emits less carbon dioxide than coal, opponents cite environmental degradation along with impairments to human health as reasons to not pursue unconventional oil/gas development. While recent surveys have documented the general public's perceptions toward the new shale oil and gas development, little is known about the perceptions and actions of city and county leaders in shale regions. I will present results from a nationwide survey of city and county leaders in shale regions where I examine overall perceptions that local leaders hold toward shale oil/gas development and look at how outside networks impact these perceptions.

Development of Local Food Projects for Community Stability

Erica Indiano, Keiko Tanaka, and Patrick Mooney, University of Kentucky

Funding from the Community Food Projects (CFP) Competitive Grants Program by the USDA supports the community effort to address food system issues. Over the last 15 years, the program has funded diverse community-based programs such as youth education, community outreach, farm to table and so forth. In this paper, we examine the patterns of the USDA-CFP funded projects between 1997 through 2012. In particular, we focus on the geographical patterns (e.g., location, geographical scope) and objectives of those projects. Then, we will compare the results with the list of CFP in the United States in the Community Food Security Coalition. From these results, we will discuss the role of the USDA in fostering the development of community food movement to undertaking food system concerns and comparing the outcome benefits.

POSTER PRESENTATION ABSTRACTS

Finding Agriscience in Museums: Agriculture Exhibits and Their Role in Relation to STEM at Science Museums

Christie Harrod and Kathryn Stofer, University of Florida

Agriculture is often overlooked as part of STEM – Science, Technology, Education, and Mathematics – and so can be left out of science museum exhibits. Agriscience teachers may use science museums to reinforce agriscience learning, and these trips may be especially important for rural residents. However, without connections to agriculture in these everyday settings, the divide may be perpetuated. This study examined the degree to which agriculture and its significance is explicit in science museums. The authors categorized a sample of science museums across the country into small, medium, and large, based on square footage, annual attendance, and operating expenses, and took inventory of exhibits at each museum. As was hypothesized, we found a general lack of explicitly agricultural exhibits but a number of exhibits related to agriculture without that label. Thus, especially with cooperation from science center educators, agriscience teachers can create field trips that highlight these connections.

Utilizing a Professional Practicum to Engage Rural Community Partners

Kristina G. Ricketts and Bryan J. Hains, University of Kentucky

Preparing students for the complexities of the professional world is an important charge for today's higher education institutions. One of the best ways to address this challenge is to design and implement an innovative professional practicum (Bruhn & Camp, 2004) that engages community "partners" and students toward a mutually beneficial goal (Garrott & Barbor, 2013). Our professional practicum is a purposive experience that matches students' skills and professional aspirations with local community businesses and organizations, focusing on specific collaborative goals. This opportunity is especially salient within rural settings; by engaging rural community organizations focused in agriculture, humans and society and community structures, we are developing mutually beneficial external relationships, while also assisting in developing the professional skills of each student. We will provide a pictorial representation of the conceptual framework behind this endeavor, outline the innovative community partner process, and address how this would have unique applications within rural settings.

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