

SOUTHERN RURAL SOCIOLOGICAL ASSOCIATION ANNUAL MEETING

*“Southern Rural Sociology:
A Catalyst for 1890 Partnerships to Address an Underserved
South”*



**February 1 – 3, 2015
Westin Peachtree Plaza
Atlanta, Georgia**

**Southern Rural Sociological Association Meeting
February 1 – 3, 2015**

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Atlanta, Georgia**

***“Southern Rural Sociology:
A Catalyst for 1890 Partnerships to Address an Underserved South”***

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SUNDAY, FEBRUARY 1

7:45 AM – 3:30 PM

REGISTRATION

Chastain Room Terrace

8:00 AM – 9:15 AM

SRSA EXECUTIVE COUNCIL
MEETING

Augusta Ballroom D

9:00 AM – 4:00 PM

POSTER PRESENTATIONS

Overlook

Exploring Online Marketing Potential for Small Farmers in Tennessee and Alabama

Mary Mafuyai, Tennessee State University
Enefiok Ekanem, Tennessee State University
Fisseha Tegegne, Tennessee State University
An Paschel, Tennessee State University
FitzRoy Bullock, Tennessee State University
Prabodh Illukpitiya, Tennessee State University

Promoting Value-Added Opportunities: Potential Marketing Strategies for Goats

Mary Mafuyai, Tennessee State University
Enefiok Ekanem, Tennessee State University
Bambata Hogue, Tennessee State University
George Davis, Tennessee State University

Are There Racial Disparities in the Survey Collection Process?

Courtney T. Owens, University of Florida
Glenn D. Israel, University of Florida

Levels of Customer Satisfaction with Regard to Extension's African American Clientele

Courtney T. Owens, University of Florida
Glenn D. Israel, University of Florida

A Comparison Study of Religiosity and Community Involvement in Rural Texas

C.S. Robinson, Sam Houston State University

Exploring the Influence of Extension Agent-Client Homophily on Clients' Outcome Experience

Albertt A. Scalone, University of Florida
Glenn D. Israel, University of Florida

9:30 AM – 10:45 AM

PAPER SESSION 1

Augusta Ballroom D

Moderator: Michelle R. Worosz, Auburn University

Understanding the Term *Local Beef*, a Comparison Between Farmers Market and Grocery Store Consumers

Amy L. Telligman, Auburn University
Michelle R. Worosz, Auburn University
Madeline A. Walters, Auburn University

Consumer Attitudes and Beliefs on Local and Regional Livestock Products

Nii O. Tackie, Tuskegee University
Jannette R. Bartlett, Tuskegee University
Akua Adu-Gyamfi, Tuskegee University

The Extent of Rural Farm to Urban Table Food Sales

Joel Amaokon, North Carolina A&T State University
Godfrey Ejimakor, North Carolina A&T State University
Ralph Okafor, North Carolina A&T State University

Future Direction of Small-Scale Meat Goat Producers in Tennessee

Enefiok Ekanem, Tennessee State University
Fesseha Tegegne, Tennessee State University
Prabodh Illukpitya, Tennessee State University
Mary Mafuyai, Tennessee State University

Structural Tensions and Democratization Alternatives for Agricultural Cooperatives

Thomas W. Gray, USDA and University of Saskatchewan

PAPER SESSION 2

Augusta Ballroom E

Moderator: L. B. Karki, Tuskegee University

Sustainable Livelihoods and Silvopasture in Alabama

Emily Stutzman Jones, Auburn University
Becky Barlow, Auburn University
Dale Monks, Auburn University
Wayde Morse, Auburn University
Larry Teeter, Auburn University

Responding to Food Insecurity on a College Campus: The Case of the University of Arkansas at Pine Bluff

Rita D. Conley, University of Arkansas at Pine Bluff
Teki Hunt Jimenez, University of Arkansas at Pine Bluff
Tracy Dunbar, University of Arkansas at Pine Bluff

A Multidimensional Perspective on the Attitude of Food Desert Residents Toward Healthy Eating Habits and Shopping for Healthy Foods

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

Incidence of Rural Poverty and Dependency on Natural Resources

K. P. P. Perera, University of Florida
A.P.S Fernando, Rajarata University of Sri Lanka
A.I.D.S.P.K Dewage, Rajarata University of Sri Lanka
T. Grady Roberts, University of Florida
Laura Warner, University of Florida

11:00 AM – 12:15 PM

WORKSHOP 1

Augusta Ballroom D

Exploring On-line Marketing Potential for Small Farmers in Tennessee and Alabama

Mary Mafuyai, Tennessee State University
Enefiok Ekanem, Tennessee State University
Fisseha Tegegne, Tennessee State University
An Paschel, Tennessee State University
FitzRoy Bullock, Tennessee State University
Prabodh Illukpitiya, Tennessee State University

PANEL SESSION 1

Augusta Ballroom E

Teaching Sexuality in the South: Challenges, Rewards, and Best Practices

Organizer: Mindy Stompler, Georgia State University

Panelists: Donielle Lovell, Western Kentucky University
Nicholas Guittar, Valdosta State University
Mindy Stompler, Georgia State University

12:15 PM – 1:30 PM

Lunch Break (on your own)

1:30 PM – 2:45 PM

PANEL SESSION 2

Augusta Ballroom D

A Renewed Vision for the 1890 Land Grant Universities: Training the Engaged Scholar to Transform the Black Belt South

Organizers: Robert Zabawa, Tuskegee University and Rosalind Harris, University of Kentucky

Panelists: Robert Zabawa, Tuskegee University
Rosalind Harris, University of Kentucky
Dreamal Worthen, Florida A&M University

3:00 PM – 3:45 PM

JRSS Editorial Board

Augusta Ballroom D

4:15 PM – 6:00 PM

**SAAS Opening Session
(cosponsored by the SRSA)**

Augusta Room 1, 2, and 3

Celebrating the 125th Anniversary of the Second Morrill Act

Carolyn Brooks, Executive Director, Association of Research Directors, Inc.

The talk will revisit establishing the land-grant universities because of societal need and Justin Morrill's vision and mission of providing opportunity to an entire segment of society otherwise unable to attend college. The 1890 Morrill Act extended that promise to the freedmen and women in the American South. Over the years, however, one could argue that the mission of land-grant universities to educate the 'common man,' especially 'the sons of toil' has been forgotten or at least abandoned. Garnering national rankings, rather than taking pride in opening doors of opportunity to the diverse make-up of citizenry that comprises America, has made most land-grant institutions eerily similar to those that are elitist. In the process, their historic role of providing entrance into the middle class for the disenfranchised has gone wanting. Brooks calls for a revitalized Morrill mandate to take advantage of the vast human capital that would otherwise be wasted.

6:00 PM – 10:00 PM

SAAS Reception and Super Bowl Party

TBA

MONDAY, FEBRUARY 2

7:45 AM – 3:00 PM

REGISTRATION

Chastain Room Terrace

7:45 AM – 9:00 AM

PAPER SESSION 3

Augusta Ballroom D

Moderator: Tammy W. Laughlin, Tuskegee University

A Market Analysis of Socioeconomic Factors in Lending Biases in Alabama

Ashi Agbogun, Tuskegee University

Serigne Saine, Tuskegee University

Japhet Laizer, Tuskegee University

Ntam Baharanyi, Tuskegee University

Nii Tackie, Tuskegee University

Robert Zabawa, Tuskegee University

Sese Abhulimen, Strategik Insight, Berwyn, PA

Financing Public Education in Ghana: The Role of Rural and Community Banks

Patrick Tandoh-Offin, Ghana Institute of Management and Public Administration

Exploring the Participation of Socially-Disadvantaged Producers in Cost-Share Programs in Kentucky.

Sait Sarr, Kentucky State University

Buddhi Gyawali, Kentucky State University

Marion Simon, Kentucky State University

Louie Rivers, Kentucky State University

Swagata "Ban" Banerjee, University of Wisconsin-Platteville

Rural Community Economic Development Preferences: Correlations with Local Attitudes and Population Characteristics

Michael W-P Fortunato, Sam Houston State University

Gene L. Theodori, Sam Houston State University

Stakeholder Variety and Decision Making Outcomes in Local Economic Development

Tammy W. Laughlin, Tuskegee University

PAPER SESSION 4

Augusta Ballroom E

Moderator: Audie Wood, Western Kentucky University

Understanding On-Farm Apprenticeships: Implications for Addressing Beginning Farmer Opportunities and Viability

Lorien E. MacAuley, Virginia Tech University

Kim L. Niewolny, Virginia Tech University

Assessing Research Needs and Preferred Educational Delivery Formats for Small Meat Goat Producers

Francisca A. Agbemenu, Tuskegee University

Nii O. Tackie, Tuskegee University

Chukwuemeka Okere, Tuskegee University

Need for Sustainable Innovations in Agriculture Training and Education (innovATE) to Feed the Future

L. B. Karki, Tuskegee University

N. Baharanyi, Tuskegee University

9:00 AM – 5:00 PM

POSTER PRESENTATIONS

Overlook

9:15 AM – 10:30 AM

PAPER SESSION 5

Augusta Ballroom D

Moderator: Aramide Kazeem, Western Kentucky University

The Southern Grassroots Biofuels Project: A Participatory Study of Conservationists and Stakeholders from Two Upper Cumberland Counties

Jessica D. Murillo, Tennessee Tech University

Lachelle Norris, Tennessee Tech University

Joseph J. Biernacki, Tennessee Tech University

Alternative Energy Cooperatives as a Form of Economic Development in Rural Kansas

Patrick Rissler, Kansas State University

Electricity Consumption and Economic Growth Nexus: Evidence from East Africa

James O. Bukenya, Alabama A&M University

Knowledge of Hydraulic Fracturing and Support for Natural Gas Drilling: Data from Pennsylvania

Fern K. Willits, The Pennsylvania State University
A.E. Luloff, The Pennsylvania State University
Gene L. Theodori, Sam Houston State University

Effects of Shale Development on Local Farmers: Financial Blessing or Overhyped Myth?

Jessica Crowe, Southern Illinois University

PAPER SESSION 6

Augusta Ballroom E

Moderator: Buddhi Gyawali, Kentucky State University

Measures of Member Satisfaction in U. S. Dairy Cooperatives.

Carolyn Liebrand, USDA
Thomas W. Gray, USDA and University of Saskatchewan.

Analysis of Adoption of Computer-Based Technology in Agricultural Farmland in Central Kentucky

Rosny Jean, Kentucky State University
Buddhi Gyawali, Kentucky State University
Marion Simon, Kentucky State University
Albert Assibey-Mensah, Kentucky State University
Bijesh Mishra, Kentucky State University

Public Opinions of Farmer-oriented Environmentally Friendly Extension Programs: A Case of Best Management Practices

Pei-wen Huang, University of Florida
Alexa J. Lamm, University of Florida
Joy N. Rumble, University of Florida

Haitian Educators' Channels of Communication and Key Players

Bertrhude Albert, University of Florida
Priscilla Zelaya, University of Florida
Amy Harder, University of Florida
T. Grady Roberts, University of Florida

10:45 AM – 12:00 PM

PAPER SESSION 7

Augusta Ballroom D

Moderator: Donielle Lovell, Western Kentucky University

Drought and Survival of Small Family Farms: An Examination of Texas Cattle Ranchers

Caron C. Cates, Sam Houston State University

Healthy Gulf, Healthy Communities: Community Leaders Identifying Needs and Strategies after a Disaster

Angela B. Lindsey, University of Florida

Coastal Populations Adaptation to Climate Change Sea Level Rise

Mathew Hauer, University of Georgia

PAPER SESSION 8

Augusta Ballroom E

Moderator: Glenn Israel, University of Florida

Predictors of Depressive Symptoms Among Elderly Persons in Rural Alabama

Andrew A. Zekeri, Tuskegee University

Princess Osby, Tuskegee University

Barriers to Health in Rural Communities: Perspectives from Rural Mothers

Patricia Dyk, University of Kentucky

Outreach and Education on Healthcare Coverage for Rural Alabamians

L. B. Karki, Tuskegee University

E.A. Bonsi, Tuskegee University

L. Baah-Asare, Tuskegee University

The Impact of 4-H Civic Engagement Education on Communities: A Measure of Social Capital in 4-H Alumni

Deborah Nistler, University of Florida

Glenn Israel, University of Florida

Local Rural Knowledge: Spanning the Generations from Youth to Community Elders

Leanne Avery, SUNY Oneonta

12:15 PM – 1:30 PM

SRSA LUNCHEON AND PRESIDENTIAL ADDRESS

Augusta Room 2

**Southern Rural Sociology:
A Catalyst for 1890 Partnerships to Address an Underserved South**

SRSA President:

Robert Zabawa, Tuskegee University

1:45 PM – 3:00 PM

PAPER SESSION 9

Augusta Ballroom D

Moderator: Audie Wood, Western Kentucky University

Exploring County-Level Indicators of Local Agrifood System Resilience: A Study from the Southern United States

John J. Green, University of Mississippi

Lauren Camp, University of Mississippi

Jillian Cowart, University of Mississippi

Jim Worstell, Delta Land & Community, Inc.

Lisa Johnson, Delta Land & Community, Inc.

Anna Nassiff, Delta Land & Community, Inc.

Examining Selected Characteristics and Practices of Alabama Small Livestock Producers

Nusrat Jahan, Tuskegee University

Jannette R. Bartlett, Tuskegee University

Nii O. Tackie, Tuskegee University

Akua Adu-Gyamfi, Tuskegee University

An Ethnographical Exploration of Farmers Markets: Bettering Communities through Food

Mary T. Rodriguez, University of Florida

T. Grady Roberts, University of Florida

An Analysis of Meat Processing Facilities in Tennessee

Enefiok Ekanem, Tennessee State University

Mary Mafuyai, Tennessee State University

Fisseha Tegegne, Tennessee State University

Prabodh Illukpitiya, Tennessee State University

Tennessee Whiskey Governance: The Charred Oak Barrel Controversy

Douglas H. Constance, Sam Houston State University

Andrew Prelog, Sam Houston State University

PAPER SESSION 10

Augusta Ballroom E

Moderator: Glenn Israel, University of Florida

Social Network Analysis (SNA): A Tool to Understand the Diversity and Reach of Cooperative Extension Programs at the Land Grant Universities

Anil Kumar Chaudhary, University of Florida

Glenn Israel, University of Florida

Rama Radhakrishna, The Pennsylvania State University

On Program Evaluation: Qualitative Observation Versus Pre- and Post-Intervention Questionnaires

Brooklynn J. Wynveen, Clemson University

Andrew R. Meyer, Baylor University

“Positive or Negative Order?” Item Response Ordering and Measurement Error in Extension Customer Satisfaction Surveys

Milton G. Newberry, III, University of Florida

Glenn D. Israel, University of Florida

Improving the Response Rate and Response Quality in the Open Ended Mixed Mode Surveys: Examining the Influence of Importance Prompt and Box Size

Anil Kumar Chaudhary, University of Florida

Glenn D. Israel, University of Florida

An Analysis of Consumer Preferences in International Calls

Japhet Laizer, Tuskegee University

Ashi Agbogun, Tuskegee University

Joakin Mori, Tuskegee University

Ntam Baharanyi, Tuskegee University

Robert Zabawa, Tuskegee University

PANEL SESSION 3

Augusta Ballroom F

Greater Global Engagement at 1890 Land Grant Institutions: Getting over the Hump

Organizer: Ntam Baharanyi, Tuskegee University

Panelists: Ntam Baharanyi, Tuskegee University
Dovi Alipoe, Alcorn State University
Stephan Tubene, University of Maryland Eastern Shore
Mesfin Bezuneh, Clark Atlanta University
James Bukenya, Alabama A&M University

3:15 PM – 4:30 PM

PAPER SESSION 11

Augusta Ballroom D

Moderator: Buddhi Gyawali, Kentucky State University

Disciplinary Boundaries and Anachronistic Thinking: The 1890 Institutions and 1890s Ways of Thinking

J. I. (Hans) Bakker, Brandon University

Engaging Community-based Organizations: Building Capacity and Co-creation of Knowledge

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

The Implications of Ethnicity, Gender, Urban-Rural Residence and Socioeconomic Status for Progress in School among Children in Nigeria

Aramide Kazeem, Western Kentucky University

The State of Town and Gown Relations in Ghana: A Baseline Study

Patrick Tandoh-Offin, Ghana Institute of Management and Public Administration

PAPER SESSION 12

Augusta Ballroom E

Moderator: Douglas Constance, Sam Houston State University

Migration Patterns for Rural Counties in the South are Unique...Or Are They?

Warren A. Brown, Cornell University
Mathew Hauer, University of Georgia

An Analysis of Factors Affecting Population Loss in Southern Black Belt Counties

Ashi Agbogun, Tuskegee University
Japhet Laizer, Tuskegee University
Ntam Baharanyi, Tuskegee University
Robert Zabawa, Tuskegee University
Nii Tackie, Tuskegee University
Sese Abhulimen, Strategik Insight, Berwyn, PA
Henry Findlay, Tuskegee University

Marshallese Selective Migration to Hawaii and Arkansas and Their Health Care

Jin Young Choi, Sam Houston State University
Jee Young Choi, The University of Texas Health Science Center at Houston

The Undocumented Industry: Perceptions of Undocumented Immigrants in Agriculture

S. Janine Parker, University of Florida
Alexa Lamm, University of Florida

A Decade of Hispanic Population Growth in South Carolina

Christopher C. Mathis, Jr., South Carolina State University
Shobha R. Choudhari, South Carolina State University

PANEL SESSION 4

Augusta Ballroom F

Re-imagining the Power of Place & Local Knowledge for Enhancing Social Justice for Rural People and their Communities: The Role of Antifragility and Standardization

Panelists: Leanne M. Avery, SUNY Oneonta
Michael Fortunato, Sam Houston State University

4:45 PM – 5:45 PM

SRSA BUSINESS MEETING

Augusta Ballroom D

6:00 PM – 7:30 PM

PRESIDENTIAL RECEPTION

TBA

TUESDAY, FEBRUARY 3

8:30 AM – 10:30 AM

SRSA EXECUTIVE COUNCIL MEETING

TBA

ABSTRACTS (Arranged by day/time)

SUNDAY, FEBRUARY 1

9:00 AM – 4:00 PM

POSTER PRESENTATIONS (Overlook)

Exploring Online Marketing Potential for Small Farmers in Tennessee and Alabama

Mary Mafuyai, Tennessee State University
Enefiok Ekanem, Tennessee State University
Fisseha Tegegne, Tennessee State University
An Paschel, Tennessee State University
FitzRoy Bullock, Tennessee State University
Prabodh Illukpitiya, Tennessee State University

Goat meat consumption in the United States has increased in the last couple of years. Consumers recognized goat meat as nutritious and a healthy alternative to other red meats. The growing ethnic consumers with higher disposable incomes and religious preferences have fueled the demand for goat meat across the southeast including Tennessee. The trend is expected to continue well into the future. This poster discusses a USDA grant recently awarded to Tennessee State University to support research online marketing opportunities for meat goat producers in Tennessee and Alabama. The ongoing data collection uses focus groups, mail surveys and outreach with producers and consumers. Selected outcomes will include: (1) enhancing meat goat marketing systems, (2) Creating a one-stop interactive web site for meat goat buyers and sellers, (3) Motivating small farmers to adopt new technology for advertising and marketing their products effectively and (4) Enabling producers to meet consumer demand for goat meat more rapidly in Tennessee and Alabama. Research will help improve marketing effort targets in Alabama and Tennessee.

Promoting Value-Added Opportunities: Potential Marketing Strategies for Goats

Mary Mafuyai, Tennessee State University
Enefiok Ekanem, Tennessee State University
Bambata Hogue, Tennessee State University
George Davis, Tennessee State University

In 2012, the USDA awarded \$14 million in value-added grants to small farmers. Value addition allows changing product or service from its original form into a more valuable form. With the growing attraction of the local food movement, processing and improving the quality of goat meat could enhance consumer choices. Producers need to explore endless possibilities of adding value and creating new goat products. Successful marketers are taking advantage of technology in marketing, distributing and promoting goats, goat meat and goat products. Americans

consume 270.7 pounds of meat per person a year. Export value of beef and beef variety meat exports were valued \$631 billion. This poster identifies and discusses the potentials for value-added opportunities and marketing strategies in goats and goat products. Visual data is presented in graphics and pictorials. Results will help producers in developing successful marketing strategies for goats and goat products.

Are their Racial Disparities in the Survey Collection Process?

Courtney T. Owens, University of Florida

Glenn D. Israel, University of Florida

Understanding survey methods can ensure researchers and extension professionals obtain meaningful data. Identifying preferred survey modes of minorities' is important, as they are the population least likely to complete surveys for Florida Cooperative Extension Service (FCES). The current study examined whether use of email contacts, postal contacts, or both might be associated with response behavior among minorities. Data was collected from a customer satisfaction survey through FCES and was used to address whether participants would be willing to participate in educational activities and then complete a follow-up survey. The findings show that audience of FCES is not reflective of the adult population of Florida. It appears that FCES is weak in reaching and engaging minorities as clients. When clients do engage in extension activities, minorities are less like than the white, non-Hispanic majority to complete a follow-up customer satisfaction survey. To increase response rates of minorities in the future, efforts need to focus on matching survey modes to those most used by minorities.

Levels of Customer Satisfaction with Regard to Extension's African American Clientele

Courtney T. Owens, University of Florida

Glenn D. Israel, University of Florida

Although, customer satisfaction is normally associated with retail and commercial stores, Florida Cooperative Extension Service (FCES) has been dedicated to measuring the quality of Extension services they provide to its clientele. Customer satisfaction is important when providing appropriate solutions to meet the needs of diverse audiences. Customers who experience high-quality services are less likely to search for services from other organizations, less likely to criticize and complain to other clients, and more likely to recommend Extension. Therefore, an increased examination into factors affecting customer satisfaction is warranted. The findings from this study show that among African Americans, Whites, and Hispanics all reported an overall satisfaction with program delivery, however, African Americans respondents reported a slightly lower percentage. The key to this study is identifying ways to increase customer satisfaction by focusing on factors that contributed to higher satisfaction among African Americans.

A Comparison Study of Religiosity and Community Involvement in Rural Texas.

C.S. Robinson, Sam Houston State University

Empirically, as evidenced by the extent of scientific literature, participation in religious meetings is a relatively strong predictor of community involvement. Building upon the previous Theodori and Mayfield (2008) work, this study examines the association between involvement in religious organizations and community involvement. The Texas Rural Survey (2012 and 2013) was used first to examine the association between religious involvement and community involvement empirically and secondly, to survey the differences between the years. Results of the regression showed that, a) the individuals who are involved in religious organizations are more likely to have higher community involvement than those who do not involve in religious organizations b) the individuals who have higher community attachment are more likely to have higher community involvement than those have lower community attachment and c) the individuals who are not satisfied in their community are more likely to have higher community involvement than those who are satisfied in their community. Result also show that independent variables such as community attachment, community satisfaction and sociodemographic factors such as education and gender are significant predictors of community involvement. Possible implications of these findings for community developers and public developers are addressed.

Exploring the Influence of Extension Agent-Client Homophily on Clients' Outcome Experience

Albertt A. Scalone, University of Florida

Glenn D. Israel, University of Florida

When information is being conveyed from one to another, being able to relate to one another is important for the associated persons so that information may flow efficiently and effectively. In Rogers' Diffusion of Innovations theory states, "the more homophilous two individuals are, the more likely that their communication will be effective" (1995: 287). We would expect that when agents and clients are homophilous that the clients would be more likely to have their questions answered or problems solved. Our research explores the effects of homophily on the response valence of the open-ended question that asks what was their need or problem, how they used the information, and what the results were in the 2012-13 data. The responses were coded as yes if their problem were solved by Extension, no if their problem was not solved by Extension, don't know if the client was unsure if their problem was resolved, and other if the client expresses different ideas or points of view other than answering whether Extension could provide him/her a solution. The results show that when the client and agent have more similar educational attainment, the client's answer is more likely to indicate that his/her problem was solved or question answered. In addition, homophily based on race showed no significant effect on response valence. The results give partial support to Roger's understandings of the effects of homophily on communication.

9:30 AM – 10:45 AM

PAPER SESSION 1 (Augusta Ballroom D)

Understanding the Term *Local Beef*, a Comparison between Farmers Market and Grocery Store Consumers

Amy L. Telligman, Auburn University

Michelle R. Worosz, Auburn University

Madeline A. Walters, Auburn University

Although consumer interest in local food has increased, little is known about how consumers perceive locally produced red meat. As part of a larger study about consumer beliefs and attitudes toward *local beef*, this paper examines the different conceptions farmers' market consumers and grocery store consumers have about local beef. Data were collected in face-to-face intercept interviews from 262 consumers from Alabama farmers markets (N=89) and grocery stores (N=173). Content and frequency analysis identified the variety and types of meanings that consumers associate with the term *local beef*. Overall, familiarity with the term *local beef* was higher among farmers' market consumers than grocery store consumers (80% compared with 50%). While both groups often defined *local beef* in geographical terms (miles, drive time, state and regional boundaries), farmers market consumers were more likely to use miles as a point of reference and grocery store consumers understood local beef as a larger geographic area.

Consumer Attitudes and Beliefs on Local and Regional Livestock Products

Nii O. Tackie, Tuskegee University

Jannette R. Bartlett, Tuskegee University

Akua Adu-Gyamfi, Tuskegee University

The study ascertained consumer attitudes and beliefs on local and regional livestock products. Data were obtained from a convenience sample of participants from South Central Alabama counties, and analyzed using descriptive statistics, including and chi-square tests. The demographics showed more middle-aged or younger persons, with a good educational level, and with moderate household incomes. A majority thought adding chemicals or additives to local or regional beef or goat meat was a serious hazard; therefore, many were willing to pay more for beef or goat meat certified as locally or regionally produced. Also, most agreed or strongly agreed with perceptions on selected attributes. Chi-square tests showed that gender, education, and annual household income had significant relationships with willingness to pay more for beef or goat meat certified as locally or regionally produced. Socioeconomic factors should be considered in any local or regional livestock programs in the study area.

The Extent of Rural Farm to Urban Table Food Sales

Joel Amaokon, North Carolina A&T State University

Godfrey Ejimakor, North Carolina A&T State University

Ralph Okafor, North Carolina A&T State University

Efforts that increase the purchase of locally produced food by restaurants could benefit the restaurants, local farmers, and rural communities. Promoting farm to chef sales require information on the extent of such sales and factors that impede them. We investigate the extent of local and rural food bought by restaurants in the Triad metro area of North Carolina. A survey instrument is used to obtain information from a sample of restaurant chefs on the quantity of local food that they buy. We characterize the food source as urban or rural. The chefs are also asked to describe the impediments to the purchase of food produced on nearby rural farms. The identified impediments to the purchase of rural food include product quality and reliability of food supply. Addressing these impediments will enhance rural farm to chef sales and rural development.

Future Direction of Small-Scale Meat Goat Producers in Tennessee

Enefiok Ekanem, Tennessee State University

Fesseha Tegegne, Tennessee State University

Prabodh Illukpitya, Tennessee State University

Mary Mafuyai, Tennessee State University

Goats are some of the earliest domesticated livestock in the world, dating back in Jericho, Israel (7500 BC), Ain Ghazal, Jordan (7600-7500 BC), United States 1493 and elsewhere. According to NASS (2013), meat goats totaled 2.3 million heads in United States. The 2012 US census ranked Tennessee as the second largest producer of goats in the Nation with 91,716 goat inventory worth \$5,058,000. Inventory recorded 87,556 meat goats with 44, 086 heads valued at \$4,774,000 in the state. Goat meat is widely consumed as alternative to red meat, due to its nutritive values and lower calorie content. Paper objectives: (1) analyze marketing practices of meat goat producers and (2) determine the direction of small-scale goat producers in Tennessee. Data collected 46 responses from mail survey of 203 randomly selected goat producers in Tennessee. Methodology utilized IBM Statistics Multiple Regression Model in predicting future direction of meat goat producers in Tennessee.

Structural Tensions and Democratization Alternatives for Agricultural Cooperatives

Thomas W. Gray, USDA and University of Saskatchewan.

"A cooperative is a user-owned, and controlled business form in which benefits are derived and disturbed on the basis of use" (Dunn). This use aspect of cooperatives has perhaps been best captured by Schaars and later by Dunn in three cooperative organizing principles. 1) *The User-Owner Principle*. Those who own and finance the cooperative are those who use the cooperative; 2) *The User-Control Principle*. Those who control the cooperative are those who use the cooperative; 3) *The User-Benefits Principle*. These organizational guides build various tensions within a cooperative. Embedded are values of equality, equity, participation, and self governance, but also efficiency, performance, and economic return. These tensions are in dynamic relations to the external context (Gray). Historically they have functioned within a context of intense economic pressure, increasingly concentrated markets dominated by multinational corporations, changes in the structure of agriculture, globalization and urbanization, among others. This context is felt such that, where once an organization was primarily oriented (though not exclusively so) to grassroots needs, equality, democratic logic, and participation, isomorphic pressure in the market draws and pushes them toward complex expertise, economic efficiency, authoritarian logic, and bureaucracy—thereby historically missing larger ecological and family farm survival needs. However, this morphing of economic democracy to economic bureaucracy may help reveal a larger imperative in terms of the formulation of multi-stakeholder cooperatives responsive to ecological and broader socioeconomic needs. Given this contextualization this paper explores the organizational outlines of such an organization.

PAPER SESSION 2 (Augusta Ballroom E)

Sustainable Livelihoods and Silvopasture in Alabama

Emily Stutzman Jones, Auburn University

Becky Barlow, Auburn University

Dale Monks, Auburn University

Wayde Morse, Auburn University

Larry Teeter, Auburn University

Silvopasture is a dynamic management system of timber, forage, and livestock for multiple marketable forest products on a single site. The ecological and economic diversity that results from this integration requires intensive management to maximize the productive potential of this system. To analyze the variables that influence landowner decision making regarding silvopasture as well as professional advisement about silvopasture, we conducted qualitative interviews with eight silvopasture managers and eleven natural resources professionals who recommend land uses to private landowners. We apply the international development-based sustainable livelihoods framework (Chambers and Conway, 1991) to the context of silvopasture in Alabama, grouping the topics that landowners and professionals used according to the five capitals outlined in this analytical framework: natural, physical, financial, social, and human capital. Results show that motivations for participating in silvopasture are primarily related to natural and financial capital. Respondents emphasize wildlife habitat management, short- and long-term income streams, and balancing multiple livelihoods, including the transition from a primary reliance on off-farm income to increasing need for on-farm income related to retirement planning. Additionally, landowners explained the ways in which they tailored their silvopastures to their unique physical, human, and natural capital resources. These results have implications for the approaches natural resource professionals take when discussing silvopasture as a land use option for the landowners they serve as well as the continued development of informational resources for landowners and natural resources professionals.

Responding to Food Insecurity on a College Campus: The Case of the University of Arkansas at Pine Bluff

Rita D. Conley, University of Arkansas at Pine Bluff

Teki Hunt Jimenez, University of Arkansas at Pine Bluff

Tracy Dunbar, University of Arkansas at Pine Bluff

Food insecurity among college students is a growing national concern. The Arkansas-Pine Bluff Collegiate 4-H Club, the Jefferson County 4-H Foundation and the Arkansas Food Bank collaborated to address food insecurity on the Arkansas-Pine Bluff campus. An online survey of students and personnel was conducted to determine need, perception and resources available to support an on-campus food pantry. Of the 251 survey respondents 53.7% or 135 were students. Approximately 77% of students reported experiencing food insecurity while enrolled. Incongruence related to perception of need by students and personnel was revealed. Overwhelmingly, 95% of students either agreed or strongly agree that a student food pantry was needed. However, of the personnel, 31.7% were undecided, 45.5% agreed and only 17.5% strongly agreed. This study reports data analysis, documents the pantry establishment process, reviews policy implications, estimates the potential impact of the pantry and examines college pantry models in Arkansas.

A Multidimensional Perspective on the Attitude of Food Desert Residents Toward Healthy Eating Habits and Shopping for Healthy Foods

Terrence Thomas, North Carolina A&T State University

Cihat Gunden, Ege University

The association between unhealthy eating habits and undesirable health outcomes is widely recognized. Yet there is very little progress in reversing obesity that results from unhealthy eating habits and related behavior. In this study, multidimensional scaling was used to visually highlight the complex relationship among factors that influence eating habits. The observed complexity is one possible explanation for the slow progress in the adoption of healthier eating habits and the consequent reduction in obesity. Data were collected via a telephone survey using a random sample of 500 residents drawn from 11 communities designated as food deserts in eastern Greensboro. This presentation reports on preliminary findings and discusses their implications for a more nuanced

holistic approach in promoting the adoption of healthier eating habits, which could lead to more desirable health outcomes.

Incidence of Rural Poverty and Dependency on Natural Resources

K. P. P. Perera, University of Florida

A.P.S Fernando, Rajarata University of Sri Lanka

A.I.D.S.P.K Dewage, Rajarata University of Sri Lanka

T. Grady Roberts, University of Florida

Laura Warner, University of Florida

Rural poor depend heavily on natural capital. This study queried the extent of this dependency by examining 100 households in Anuradhapura district. About 76% of these households extract natural resources and 30% depend totally on natural resources. The Foster-Greer-Thorbecke poverty index indicates the population fraction that lives below poverty is 0.07 ($a = 0$) and average poverty gap is -2169.33 LKR. If natural resources income is excluded from household income, poverty increases from 7% to 35%. A positive correlation ($p < 0.05$) existed between the value of natural resources extracted with respondents' per capita income, price of extracted resources ($p < 0.1$) and labor hours of extracting ($p < 0.05$). It was concluded that both poor and non-poor depend on natural resources and when income from natural resources increases the fraction of population below poverty decreases. A regulatory mechanism to ensure access the poor have access to natural resources is recommended.

11:00 AM – 12:15 PM

WORKSHOP SESSION 1 (Augusta Ballroom D)

Exploring On-line Marketing Potential for Small Farmers in Tennessee and Alabama

Mary Mafuyai, Tennessee State University

Enefiok Ekanem, Tennessee State University

Fisseha Tegegne, Tennessee State University

An Paschel, Tennessee State University

FitzRoy Bullock, Tennessee State University

Prabodh Illukpitiya, Tennessee State University

The growing ethnic consumers with higher disposable incomes and religious preferences have fueled the demand for goat meat across the southeast including Tennessee. The trend is expected to continue well into the future. Participants will discuss strategies for implementing the USDA grant recently awarded to Tennessee State University to support research on-online marketing opportunities for meat goat producers in Tennessee and Alabama. The ongoing data collection uses focus groups, mail surveys and outreach with producers and consumers. Selected outcomes will include: (1) enhancing meat goat marketing systems, (2) Creating a one-stop interactive web site for meat goat buyers and sellers, (3) Motivating small farmers to adopt new technology for advertising and marketing their products effectively and (4) Enabling producers to meet consumer demand for goat meat more rapidly in Tennessee and Alabama. Research will help improve marketing effort target in Alabama and Tennessee.

PANEL SESSION 1 (Augusta Ballroom E)

Teaching Sexuality in the South: Challenges, Rewards, and Best Practices

Panelists: Donielle Lovell, Western Kentucky University

Nicholas Guittar, Valdosta State University

Mindy Stompler, Georgia State University

Presenters will each discuss how they structure their courses on sexuality; challenges they have experienced (especially those that may be connected to the rurality of geography of their students); rewards they have

experienced (especially those that may be connected to the rurality of geography of their students); and then discuss best practices for teaching sexuality to southern students. Discussion will follow.

1:30 PM – 2:45 PM

PANEL SESSION 2 (Augusta Ballroom D)

A Renewed Vision for the 1890 Land Grant Universities: Training the Engaged Scholar to Transform the Black Belt South

Panelists: Robert Zabawa, Tuskegee University
Rosalind Harris, University of Kentucky
Dreamal Worthen, Florida A&M University

The Black Belt South region's potential to gain the momentum needed to transform communities burdened by centuries-old patterns of intersecting class, race, gender and political oppressions will depend on training creative-innovative leaders equipped with the conceptual and practical skills to confront and eradicate these patterns. Moreover, the ongoing training of indigenous leaders to confront these issues will depend on the capacity of the region's higher learning institutions, working in partnership with community and land-based organizations, to create viable mechanisms for developing and institutionalizing the curricula and training modalities to do so. This panel will discuss new visions and concrete programs being explored by 1890 Land Grant universities to bring these changes to fruition.

MONDAY, FEBRUARY 2

7:45 AM – 9:00 AM

PAPER SESSION 3 (Augusta Ballroom D)

A Market Analysis of Socioeconomic Factors in Lending Biases in Alabama

Ashi Agbogun, Tuskegee University
Serigne Saine, Tuskegee University
Japhet Laizer, Tuskegee University
Ntam Baharanyi, Tuskegee University
Nii Tackie, Tuskegee University
Robert Zabawa, Tuskegee University
Sese Abhulimen, Strategik Insight, Berwyn, PA

This study aims to analyze the non-financial biases in lending practices in Alabama. It (1) identifies key socioeconomic and demographic lending factors, (2) observes how these factors potentially cluster counties within Alabama into defined markets, (3) empirically estimates how these socioeconomic factors affect lending outcomes differently by clusters and (4) suggests possible monitoring improvements to better scrutinize lending practices and bring about best practices. Data used are from secondary sources at zip code level and rolled up into county level data. Initial results show that (1) non-financial bias in lending practices is more prevalent than recorded, (2) loan approval and denial rate cluster around socioeconomic factors, (3) price of credit differs among all the different members of the study group and (4) race, gender and geographical locations are key drivers in lending practices in Alabama.

Financing Public Education in Ghana: The Role of Rural and Community Banks Patrick Tandoh-Offin, Ghana Institute of Management and Public Administration

This exploratory research attempts to identify and evaluate the feasibility of developing collaborative strategies between rural and community banks, local governments and school administrators to ensure continuous access to funding for basic education provision in Ghana. The core argument in this study is that rural and community banks constitute a strategic ally to local governments and school administrators in their quest to ensure continuous access to the much-needed funding for basic education in Ghana. The paper therefore looks at the current institutional frameworks for financing public education in Ghana, especially at the Basic level with a focus on programs such as the Capitation Grant. It also evaluates the responsibilities of rural and community banks as agents of rural and community development and plots out a strategy for local governments to collaboratively engage such financial institutions in their jurisdictions for the purposes of expanding access to Basic education in Ghana.

Exploring the Participation of Socially-Disadvantaged Producers in Cost-share Programs in Kentucky.

Sait Sarr, Kentucky State University

Buddhi Gyawali, Kentucky State University

Marion Simon, Kentucky State University

Louie Rivers, Kentucky State University

Swagata "Ban" Banerjee, University of Wisconsin-Platteville

This study evaluates factors that affect the participation of small socially disadvantaged producers in federal and state cost-share programs. The objectives of this study are to examine the attributes of small farmers and correlate them with levels of participation in cost-share programs, and (2) to evaluate the reasons for not participating in such programs in respect to their demographic, geographic and farm characteristics. The data were collected from a survey to 100 producers in 21 counties of Kentucky. The results suggest that lack of sufficient information about USDA and other farm business programs and services, lack of or insufficient capital, labor, training and technical assistance, lack of information about cost-share programs are some reasons for non-participation in such programs. The results suggest that education, age, and farm size had significant influence on their participation in cost-share programs in Kentucky.

Rural Community Economic Development Preferences: Correlations with Local Attitudes and Population Characteristics

Michael W-P Fortunato, Sam Houston State University

Gene L. Theodori, Sam Houston State University

Economic development is commonly viewed as a trajectory from "underdeveloped" economies toward economically thriving areas. The well-intentioned pursuit of economic development is one that favors urban-based economic ideals of growth, diversification, and job creation that inevitably lead to some degree of urbanization. While this may be preferable for some communities seeking to recapture revenue and job growth following decades of economic restructuring, not all economic development strategies make sense for all places. In particular, rural communities may have vastly different perspectives on what types of economic development strategies make the most sense given their unique cultural and economic histories when compared with urban areas. This study examines attitudes about the appropriateness of various economic development strategies drawn from the 2012 and 2013 Texas Rural Survey. Preferences for different economic development strategies are compared by community size, and compared with other local attitudes including sense of place, openness to change, and local entrepreneurship rates. The presentation then offers implications for applied practice, and serves as a guide to understand the multidimensionality of economic development preferences when searching for an ED strategy that more closely matches community values.

Stakeholder Variety and Decision Making Outcomes in Local Economic Development

Tammy W. Laughlin, Tuskegee University

Municipal governments face pressure to provide services to constituents at the lowest possible cost, while providing a high quality of life. There are a variety of resources available to cities in providing for its citizenry including federal funding, local taxation, and volunteer time. This paper explores how and if having a variety of stakeholders involved in decision making within a city effects the use of performance measures, strategic planning initiatives, development activities, or use of tax incentives. A cross sectional analysis was performed utilizing data from 641 cities that responded to the ICMA 2004 Economic Development Study.

PAPER SESSION 4 (Augusta Ballroom E)

Understanding On-Farm Apprenticeships: Implications for Addressing Beginning Farmer Opportunities and Viability

Lorien E. MacAuley, Virginia Tech University
Kim L. Niewolny, Virginia Tech University

On-farm apprenticeships (OFAs) have recently increased in number and importance as a viable approach to address the complexity of farmer start-up and sustainability in the United States. OFA experiences take on many forms, including those in university, extension, farmer network, and isolated farm settings. Although a burgeoning area of beginning farmer opportunity, the ways in which farmer stakeholders participate in and benefit from OFAs is poorly understood. This study employed a complementary strengths mixed methods approach (Greene, 2007) to provide a descriptive, sociocultural characterization of OFAs in Virginia. Drawing upon interview (n=12) and survey (n=45) data of host farmers and apprentices, our findings suggest that OFAs are largely embedded in alternative food movements (Allen, 2004), and illustrate varying degrees of success of apprentices taking up farming. Implications for extension, extension partnerships, and service providers are discussed to better address the possibilities for OFAs to enable sustainable farming outcomes.

Assessing Research Needs and Preferred Educational Delivery Formats for Small Meat Goat Producers

Francisca A. Agbemenu, Tuskegee University
Nii O. Tackie, Tuskegee University
Chukwuemeka Okere, Tuskegee University

The study assessed the research needs and preferred educational delivery formats for small meat goat producers. Data were collected from a purposive sample of small meat goat producers, and analyzed using descriptive statistics, including chi-square tests. The results show that a majority considered research on nutrition, health, economics, and reproduction as important. Many producers had adopted information or skill from past activities. The results also show that a majority preferred field days; on-farm demonstrations; one-on-one assistance; newsletter; and fact sheets and other publications as the most appropriate educational delivery formats. In addition, regarding the chi-square tests, age significantly affected adoption of information or skill; gender and age had significant effects on using newsletter; race/ethnicity had significant effects on using on-farm demonstrations and fact sheets; age had significant effects on using web-based materials and formal classroom setting. These factors should be considered in future program activities.

Need for Sustainable Innovations in Agriculture Training and Education (innovATE) to Feed the Future

L. B. Karki, Tuskegee University
N. Baharanyi, Tuskegee University

The world population is expected to grow another one billion in the next 12 years, creating an unprecedented demand for food. Today, one in eight people in the world are chronically undernourished. To keep up with population and economic growth, food production should increase by 70% by 2050. Agricultural productivity could

decline 9-21% in developing countries by 2050 due to global warming. The objective for innovATE is to define and disseminate good practice strategies, approaches, and investments for establishing efficient, effective, and financially sustainable agricultural education and training systems. The innovATE is a demand-driven program that is designed based on scoping techniques that apply a pipeline approach to improve the performance of the agricultural sector by building capacity of the agricultural labor force, educators, and ATE institutions using LEARN, DESIGN, and TRAIN components. Tuskegee University in cooperation with USAID is working in selected feed the future countries in Southern Africa.

9:15 AM – 10:30 AM

PAPER SESSION 5 (Augusta Ballroom D)

The Southern Grassroots Biofuels Project: A Participatory Study of Conservationists and Stakeholders from Two Upper Cumberland Counties

Jessica D. Murillo, Tennessee Tech University

Lachelle Norris, Tennessee Tech University

Joseph J. Biernacki, Tennessee Tech University

Scientists are researching biomass pyrolysis to reduce fossil fuel dependency, yet little sociological research has been conducted on knowledge of and attitudes toward the technology in rural southern communities. Our study involved participatory collaboration with state/area/district conservationists, farmers and stakeholders in the Tennessee Upper Cumberland to better understand views and concerns regarding pyrolysis. We found farmers very knowledgeable of first generation biomass feedstock/fuels but not knowledgeable of pyrolysis as a biomass conversion strategy for making transportation fuels. Rural economic growth because of supplying residues/feedstock for biofuels production appeared the main motivation in becoming more involved in the production process. Most important, findings from this work indicate that farming communities are willing to partner with scientists if educated and approached with transparency and equality early in the decision making process. We conclude that such collaborative learning is essential when introducing pyrolysis to rural Southern communities.

Alternative Energy Cooperatives as a Form of Economic Development in Rural Kansas

Patrick Rissler, Kansas State University

Some rural communities in Kansas suffer from a current trend of population and opportunity loss. Alternative energy projects are often seen as a means through which community development and revitalization can be achieved. However, noting that community development does not take place without certain community prerequisites is important. Namely, high levels of social capital and entrepreneurial social infrastructure must be present within the community for effective collective action to take place. In this paper, a literature review is conducted to better understand the relationship between social capital, entrepreneurial social infrastructure (ESI), cooperative structures, the role of extension agents, the sociology of technology, and community development. Furthermore, the activities of current alternative energy organizations are analyzed in the context of the Flora and Flora model of ESI to ascertain how these activities serve to strengthen ESI in communities and thus contribute to community development.

Electricity Consumption and Economic Growth Nexus: Evidence from East Africa

James O. Bukenya, Alabama A&M University

Africa is growing fast – and so are its power needs. Over the 5-year period from 2005 to 2010, in Ethiopia, Kenya, and Tanzania, GDP grew an astounding 13.4% per annum, and electricity demand grew a little more than half as fast at 7.1 % per annum. If a 7% growth rate continues for another two decades, electricity needs in the region will quadruple. Thus, knowledge of the direction of causality between electricity consumption and economic growth is important if appropriate energy policies and energy conservation measures are to be devised. By focusing on East Africa (Kenya, Rwanda, Tanzania and Uganda), this paper examines the short-run and long-run causality issues between electricity consumption and economic growth for 1980–2013 period. The paper uses Granger

causality models augmented with lagged error-correction terms. The bounds F-test for co-integration test yields evidence of a long-run relationship between electricity consumption per capita and real GDP per capita. The overall results from the error-correction-based Granger causality models show that there is evidence of unidirectional short-run, long-run and strong causalities running from the electricity consumption per capita to real GDP per capita. Yet there is no causal evidence from the real GDP per capita to electricity consumption per capita. In other words, "growth hypothesis" is confirmed in East Africa. This suggests that electricity consumption plays an important role in economic growth in the region.

Knowledge of Hydraulic Fracturing and Support for Natural Gas Drilling: Data from Pennsylvania

Fern K. Willits, The Pennsylvania State University

A.E. Luloff, The Pennsylvania State University

Gene L. Theodori, Sam Houston State University

The widespread use of hydraulic fracturing in the natural gas industry in the United States has led to criticism by environmentalists and the public who see the process as threatening both the quality and quantity of local water supplies. However, there has been little research directed to assessing the extent to which citizens believe they understand the process of hydraulic fracturing, and no analysis dealing with the correlates of subjects' sociodemographic characteristics with such knowledge or its effects on individuals' support or opposition to natural gas drilling. The current paper examines both issues drawing upon data from a 2012 study of 800 residents in the core area of the Marcellus natural gas region in Pennsylvania. Implications of the findings are discussed, as are suggestions for future research.

Effects of Shale Development on Local Farmers: Financial Blessing or Overhyped Myth?

Jessica Crowe, Southern Illinois University

One of the most commonly perceived benefits of shale development is that it will financially assist farmers and help them to earn a living. In this paper, I test this commonly perceived notion by analyzing the economic benefits experienced by farmers living above the Bakken and Marcellus Shale Plays in North Dakota and Pennsylvania. I then compare these economic benefits with perceptions local officials in the two shale plays have toward the financial benefits received by farmers. Data comes from two surveys administered between the fall of 2013 and the fall of 2014. The first surveyed local government officials in the shale regions in North Dakota and Pennsylvania while the second surveyed farm owners in the shale regions in North Dakota and Pennsylvania.

PAPER SESSION 6 (Augusta Ballroom E)

Measures of Member Satisfaction in U. S. Dairy Cooperatives.

Carolyn Liebrand, USDA, Rural Development-Cooperative Programs

Thomas W. Gray, USDA, Cooperative Programs, and Center for the Study of Cooperatives, University of Saskatchewan.

"A cooperative is a user-owned, and democratically controlled business form in which benefits are derived and disturbed on the basis of use of the organization" (Dunn). This use aspect of cooperatives has perhaps been best captured by Schaars and later by Dunn in three cooperative organizing principles. 1) *The User-Owner Principle*. Those who own and finance the cooperative are those who use the cooperative; 2) *The User-Control Principle*. Those who control the cooperative are those who use the cooperative; 3) *The User-Benefits Principle*. And those who use the cooperative in turn benefit from that use. However, these guides or principles often embed various tensions within their organizations. For example, embedded are values of equality, equity, participation, and self-governance, but also efficiency, performance, and economic return. Perhaps most problematic is the iconic tension between cooperatives as businesses and cooperatives as democracies. Historically, in a context of pressures from corporate competition and conglomeration, globalization, and industrialization, many cooperatives have often emphasized business aspects to the detriment of their democratic governance and economic democracy characteristics. This paper examines four different surveys of dairy cooperative members to determine

“satisfaction” levels along various measures (economic, communications, influence) of member relationship to the organization. Results will in-part be utilized to highlight dynamics inherent to the business/democracy tension, and to seek to draw conclusions re: vulnerabilities to loss of democratic character.

Analysis of Adoption of Computer-Based Technology in Agricultural Farmland in Central Kentucky

Rosny Jean, Kentucky State University
Buddhi Gyawali, Kentucky State University
Marion Simon, Kentucky State University
Albert Assibey-Mensah, Kentucky State University
Bijesh Mishra, Kentucky State University

Previous studies on the use of CBT's have indicated that farmers are increasingly purchasing and using on-farm computer-based technology (CBT) for farm management and improved income. However, the level of CBT use by small farmers in Kentucky is unknown. It is important to understand factors that affect their decisions on use of CBTs so that farmers friendly and feasible CBTs can be developed for farm-decision support system to improve farm productivity and sustainability. This survey-based research examines current inventory of CBTs available among small farmers, their benefits, and identify factors that affect CBT adoption among them in Central Kentucky. Preliminary results suggest that location and size of the farm, education, access to internet are major factors correlated with the level of CBT adoption.

Public Opinions of Farmer-oriented Environmentally Friendly Extension Programs: A Case of Best Management Practices

Pei-wen Huang, University of Florida
Alexa J. Lamm, University of Florida
Joy N. Rumble, University of Florida

Public concern about environmental protection has been developing for decades. However, a knowledge gap exists between farmers and consumers regarding the implementation of environmental protection practices through the use of Best Management Practices (BMPs). Extension can bridge this knowledge gap by developing effective educational programs about BMP use. This study sought to identify consumers' perceptions of BMPs and preferred communication channels to facilitate the development of farmer-oriented Extension programs, which assist with direct communication between farmers and consumers. Residents in seven Florida counties ($N = 700$) were surveyed for this descriptive study. Respondents were asked about their perception, beliefs, trust, and attitudes related to BMPs, and preferred communication channels for farming practices. The findings indicated the respondents either agreed or were undecided if farmers practice BMPs properly, and majority perceived farmers' engagement in BMPs as important. More than 60% of the respondents believed farmers practicing BMPs care about the environment and would trust and purchase products from BMP-practicing farmers. The respondents indicated their preferred information sources were mass media and communicating directly with farmers at farmers markets and local festivals. Therefore, Extension educators should develop educational programs for farmers emphasizing the need to communicate with consumers using consumers' preferred channels.

Haitian Educators' Channels of Communication and Key Players

Bertrhude Albert, University of Florida
Priscilla Zelaya, University of Florida
Amy Harder, University of Florida
T. Grady Roberts, University of Florida

In 2012, Projects for Haiti introduced an innovation, the Educator Professional Development Conference. The conference was promoted on a limited basis; 65 educators attended that year; 130 attended in 2013; and 400 attended in 2014. The purpose of this study was to examine the channels of communications that accelerated conference growth. A mixed methods approach was used to guide the research with a written survey and semi-structured interviews (Bernard, 2006). Participants reported they learned about the conference from friends ($n =$

280, 32.86%), school directors ($n = 280$, 30.36%), and one specific educator ($n = 280$, 24.64%). *Word-of-mouth* was the strongest medium for disseminating information, noted by all key players. This case study provides evidence that extension programs can be successful without large budgets, provided the innovation is desired. Further, this study affirms the importance of identifying community opinion leaders to accelerate diffusion (Valente & Davis, 1999).

10:45 AM – 12:00 PM

PAPER SESSION 7 (Augusta Ballroom D)

Drought and Survival of Small Family Farms: An examination of Texas Cattle Ranchers Caron C. Cates, Sam Houston State University

Beef and cattle ranching is an important contributor to the Central Texas economy. Family farming was once the foundation of local economies. The drought in Texas affected the cattle production and some believe it is not worth reinvesting to restock their herd at a rate of 3x what they sold the cattle for a couple of years ago. With this unprecedented drought, my research question is: How has the 2010-2011 Texas drought affected the cattle ranchers in central Texas and what resources at the county, state and government level have been available to help the farmers through this time. My paper will look at methods to examine the characteristics and survival strategies of Texas cattle farmers. The study will implement a mixed methods questionnaire to cattle farmers in Leon, Robertson and Madison counties. It is the purpose of my paper to address the consequences of the family farmer exodus and the potential of large agribusiness forms of integration.

Healthy Gulf, Healthy Communities: Community Leaders Identifying Needs and Strategies after a Disaster Angela B. Lindsey, University of Florida

Following the aftermath of the 2010 Deepwater Horizon disaster, the National Institute of Environmental Health Sciences formed and funded the grant, "Healthy Gulf, Healthy Communities (HGHC): Health Impact of Deepwater Horizon Spill in Eastern Gulf Coast Communities," to research needs and assist affected communities. To serve communities affected by the spill best, the HGHC project formed a community advisory committee (CAC) with 21 community representatives from government service agencies, nonprofit organizations, other community organizations, and opinion leaders. In February 2014, the CAC members met to discuss the needs of Gulf Coast communities and the HGHC project's long-term impact. Analysis revealed that group discussions led to the potential development of a formal regional network to support nonprofits and community resiliency. This network would provide training for communities, identify initiatives by partners, define mitigating key factors limiting resiliency, and explore development of a regional community resource organization incubator and community resiliency center.

Coastal Populations Adaptation to Climate Change Sea Level Rise Mathew Hauer, University of Georgia

Our understanding of the adverse effects of climate change on human populations hinges on empirically driven analyses. Relocation and managed retreats of coastal populations are considered important adaptation measures in the face of sea level rise. Hypotheses of how coastal populations might organically migrate draw from historic examples of island populations and populations of very small sizes. However, the applicability of the experiences of small island populations to large mainland populations should be called into question. With Louisiana losing 25% of coastal land area since 1932, we use coastal Louisiana as a case study of how a large mainland population has organically adapted to coastal land loss. We find that very little population migration has occurred over the last eighty years as measured by the landward movement of sub-county populations and a doubling over the last eighty years of coastal Louisiana's population, suggesting a more complex and nuanced population response to coastal land loss than previously thought. Our results demonstrate how large coastal mainland populations might not adapt to sea level rise from climate change.

PAPER SESSION 8 (Augusta Ballroom E)

Predictors of Depressive Symptoms Among Elderly Persons in Rural Alabama

Andrew A. Zekeri, Tuskegee University

Princess Osby, Tuskegee University

Rural Healthy People 2020 reported that mental health and mental disorders were among the top three concerns of stakeholders who work with rural communities, while fewer health care resources and greater mental problems, including suicide, are reported in rural areas. Therefore, the purpose of this study is to determine predictors of depressive symptoms score in a sample of older persons in rural Alabama. A total of 157 persons ages 50 and above participated in the initial interview for a longitudinal study about food situations in Alabama's Black Belt Counties and HIV/AIDS in Alabama's Black Belt. A structured questionnaire with a 20-item version of the Center for Epidemiologic Studies Depression Scale was used to measure symptoms of depression, participants' demographic characteristics, and food situations. Multiple regression analysis was used to determine predictors of depressive symptoms. Depressive symptoms scores were predicted by full-time employment, stress, work satisfaction, and food insecurity. The results suggest that depression is common among the elder persons in rural Alabama. Employment factors and lack of access to food affect depressive symptoms in older rural people. Hunger is a health issue that we must address.

Barriers to Health in Rural Communities: Perspectives from Rural Mothers

Patricia Dyk, University of Kentucky

An area of concern is the increase in disparities faced by rural, low-income families. According to the American Public Health Association, one in four children in Kentucky lives in poverty with over two-thirds of youth ages 10 to 17 identified as overweight or obese. High obesity rates accompanied by poor nutrition are further exacerbated by inadequate access to medical care and other resources critical to maintaining a healthy lifestyle. To gain further insights into challenges and choices rural mothers are facing, qualitative data from the Rural Families Speak about Health project are examined. Themes emerging from interviews with 60 rural, low-income mothers in three Eastern Kentucky counties offer insight into their current efforts to help themselves and their children be healthy. As well, they share what they perceive to be their greatest barriers to achieving their health goals. Implications for addressing health needs of this underserved population will be discussed.

Outreach and Education on Healthcare Coverage for Rural Alabamians

L. B. Karki, Tuskegee University

E.A. Bonsi, Tuskegee University

L. Baah-Asare, Tuskegee University

Around 15% Alabamians still do not have health insurance. The objectives of the Marketplace Exchanges for Affordable Care Act project for Tuskegee University Cooperative Extension Program (TUCEP) was to reach out and to educate uninsured people and assist them in obtaining health insurance through Marketplace. Under this project, 31 people completed Certified Application Counselor training and were involved in educating the target group. Educational materials were developed and distributed through social media and traditional marketing outlets. TUCEP held 55 direct and 9 indirect outreach and educational events in 32 counties and partnered with 25 statewide organizations to accomplish this task. The preliminary analyses of random post-project surveys with 247 individuals revealed that the biggest concern for purchasing health insurance for the majority (68%) was the cost factor. Other factors associated with insurance purchase were health benefits, quality service, doctor's availability, and facilities of the service provider.

The Impact of 4-H Civic Engagement Education on Communities: A Measure of Social Capital in 4-H Alumni

Deborah Nistler, University of Florida
Glenn Israel, University of Florida

The Florida 4-H Youth Development program contributes to the enhancement of human capital in youth by providing opportunities to develop life skills through several different delivery methods. The Florida 4-H Legislature program is a statewide civic engagement program offered to youth at the state capital. This study focused on comparing alumni with non-4-H young adults on their engagement in their communities. An online survey was used to collect data on respondents' current community engagement as it relates to the five components of social capital: Groups & Networks, Trust & Solidarity, Cooperation, Collective Action, and Empowerment & Political Action. The results show that 4-H alumni demonstrated higher levels of Empowerment & Political Action and Groups & Networks social capital than the comparison group. Empowerment and Political Action competency building was associated with the Florida 4-H Legislature program. Using social capital to measure community impact provides 4-H an opportunity to demonstrate public value as a youth development organization both in development citizenship and communities.

Local Rural Knowledge: Spanning the Generations from Youth to Community Elders

Leanne Avery, SUNY Oneonta

Rurality has a real positionality and much can be learned from rural contexts. Using photodocumentation interviews with rural children and interviews with community elders, the heritage, transmission, utility, and the contextual nature of local science knowledge cultivated in various rural contexts are explored. In so doing, 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 are illuminated. The situated nature of this knowledge (cultivated in both micro and macro contexts) as well as its applicability beyond is explored. By reinvigorating deep-rooted practices and knowledges there is great opportunity to contextualize educational experiences for rural children and enhance critical place-based pedagogies that focus on structuring the teaching and learning of STEM around local history, culture, language, economy and the environment.

1:45 PM – 3:00 PM

PAPER SESSION 9 (Augusta Ballroom D)

Exploring County-Level Indicators of Local Agrifood System Resilience: A Study from the Southern United States

John J. Green, University of Mississippi
Lauren Camp, University of Mississippi
Jillian Cowart, University of Mississippi
Jim Worstell, Delta Land & Community, Inc.
Lisa Johnson, Delta Land & Community, Inc.
Anna Nassiff, Delta Land & Community, Inc.

The concepts vulnerability and resilience are increasingly prevalent in discussions of sustainability, including local agrifood systems research, policy, and practice. However, indicators of local agrifood system resilience are neither well defined nor effectively operationalized. This presentation will focus on a multidimensional resilience framework developed through insights from literature and case studies, followed by the methods and findings from an attempt to operationalize and measure many dimensions using secondary data (e.g., Census of Agriculture, Decennial Census, American Community Survey data) at the county-level in southern United States. The presentation will conclude with a discussion of next steps to the project, including integration of aggregate survey data to address additional dimensions of local agrifood system resilience.

Examining Selected Characteristics and Practices of Alabama Small Livestock Producers

Nusrat Jahan, Tuskegee University
Jannette R. Bartlett, Tuskegee University
Nii O. Tackie, Tuskegee University
Akua Adu-Gyamfi, Tuskegee University

The study examined selected characteristics and practices of Alabama small livestock producers. Data were obtained from a convenience sample of producers, and were analyzed by descriptive statistics, including chi-square tests. The results regarding demographics showed, for example, a higher proportion of part-time farmers; higher proportion of middle-aged producers; higher proportion with at least a two-year college/technical education or degree; and higher proportion with \$40,000 or less annual household income. The results also showed that most had small herds, practiced rotational grazing, and fed a combination of forage (direct from pasture), hay, and concentrate. Further, many had parasite problems, and they treated primarily with anthelmintics or a combination of methods. The majority also sold live animals rather than slaughtered animals and sold meat directly. The chi-square tests showed that farming status, gender, race/ethnicity, age, education, and household income had statistically significant relationships with selected farm, production, and processing characteristics.

An Ethnographical Exploration of Farmers Markets: Bettering Communities through Food

Mary T. Rodriguez, University of Florida
T. Grady Roberts, University of Florida

With an increasing interest in local foods, farmers markets have gained popularity in rural and urban areas in the U.S. As of August 2014, 8,144 farmers markets were listed in the USDA's (2014) *National Farmers Market Directory*. The objectives of this study were: describe the local food vendors and investigate the types of consumers at the farmers markets of [a town]. The customers of the markets were as diverse as the products sold. Location, time and day of the market, and vendors present influenced the types of customers for each market. Local food systems play a variety of significant roles for a community: increase access to healthy and affordable foods, provide a sense of community, help to combat food insecurity, and play an economic role (Herman, Harrison, Afifi, & Jenks, 2008; Hughes, Brown, Miller, & McConnell, 2008; Lyson, Gillespie, & Hilchey, 1995; Sharp, Imerman, & Peters, 2002).

An Analysis of Meat Processing Facilities in Tennessee

Enefiok Ekanem, Tennessee State University
Mary Mafuyai, Tennessee State University
Fisseha Tegegne, Tennessee State University
Prabodh Illukpitiya, Tennessee State University

The growing interest in healthy foods and expanded demand for goat meat by immigrants in the US necessitates an integrated marketing approach. Producers and processors must offer high quality goat meat to satisfy consumer meat choices. Meeting market requirements means access to certified processing facilities to attract more buyers. The paper will: (1) discuss the profile of processors, (2) assess their capacity to process meat goats and (3) identify factors influencing the willingness to process meat goats. Data for the study were collected using a mail survey of 170 randomly selected meat processors in Tennessee and surrounding communities in Alabama, Kentucky and North Carolina. The IBM Statistics software was used in analyzing data collected. Chi-squares tests of significance and Ordinary Least Squares (OLS) regression techniques were used in estimating models formulated. Results of the study provide useful information for the goat meat industry in Tennessee.

Tennessee Whiskey Governance: The Charred Oak Barrel Controversy

Douglas H. Constance, Sam Houston State University

Andrew Prelog, Sam Houston State University

In Spring 2014 the “whiskey barrel” controversy revealed interesting aspects regarding the governance of the Tennessee Whiskey industry, which is a subsector of the US bourbon industry. This paper applies a sociology of agrifood conceptual framework combined with a commodity systems methodology to the case of the controversy over charred whiskey barrels to inform discussions regarding the governance of the agrifood system. The sociology of agrifood conceptual framework employs the agrifood regimes approach. The current 3rd. agrifood regime known as the “Corporate Food Regime” is based on industrial consolidation, flexible accumulation, financialization, and changing forms of governance. Commodity chain analysis documents the actors along the supply chain and the nodes of power regarding the creation and extraction of value along the chain. The case of the Tennessee Whiskey commodity system pays special attention to the Spring 2014 controversy over the required use of charred new oak barrels as an example of contested governance. The case of the contested governance of Tennessee Whiskey begins with an overview of the inception and growth of the bourbon commodity system in the US South. By 2010 the US bourbon industry had consolidated under a few major distillers, with a few global investors owning several US distilleries and their brand names. Tennessee Whiskey is a specially-processed bourbon. Legislation was passed in Tennessee in 2013 to strictly define the requirements to be called Tennessee Whiskey to follow bourbon requirements, plus to be filtered through maple charcoal, known as the Lincoln County process. These requirements are included in the North American Free Trade Agreement (NAFTA). Small distillers in Tennessee and the major distilled spirits transnational corporation Diageo of the UK challenged the new laws to allow them to use “used” barrels and avoid the Lincoln County process. The battle between Jack Daniels (owned by Brown Forman) and George Dickel (owned by Diageo) continues.

PAPER SESSION 10 (Augusta Ballroom E)

Social Network Analysis (SNA): A Tool to Understand the Diversity and Reach of Cooperative Extension Programs at the Land Grant Universities

Anil Kumar Chaudhary, University of Florida

Glenn Israel, University of Florida

Rama Radhakrishna, The Pennsylvania State University

Social Network Analysis (SNA) is a methodology that uses graphical maps and statistical components to analyze the traits of actors and ties among actors in the network (Kilduff & Tsai, 2003). This study’s purpose was to understand the diversity and reach of Extension by drawing the whole network map of Pennsylvania’s Extension programs and their stakeholders using SNA. The whole network of Extension consists of 60 programs and 299 stakeholders with an average 19.18 (SD=9.80) stakeholders associated with a program. We concluded that PA’s Extension network is widely distributed and has widespread reach in the community. The existence of clusters in network exhibits more commonality among programs in the cluster. Isolated programs in the network lacked connectivity with other programs and reflected niche areas. Efforts should be made to increase collaboration among clusters. Overall, SNA has great potential for Extension to improve its accountability and increase its sustainability.

On Program Evaluation: Qualitative Observation versus Pre- and Post-Intervention Questionnaires

Brooklynn J. Wynveen, Clemson University

Andrew R. Meyer, Baylor University

Academic research questions typically determine the methodological approach to be used (i.e., quantitative, qualitative, mixed). Yet, findings from a recent formative experiment indicate that further considerations in methodological choices, particularly regarding program evaluation, must be recognized. Throughout three iterations of an educational intervention designed to promote sustainable living among non-environmentally-motivated individuals, the needs, desires, and preferences of research participants must clearly also weigh into decisions regarding research methodology. To improve and maintain the intervention’s appeal, we found it

necessary to modify our mixed methods approach to be less obstructive. A greater reliance on qualitative methods emerged as the project progressed, decreasing the quantitative methods initially employed. Thus, instead of using lengthy pre- and post-intervention questionnaires for each iteration (unanimously identified as participants' least-favorite parts of the intervention) we combined and consolidated questions to create one abbreviated questionnaire that was much less time-consuming. To compensate, we incorporated several qualitative methods. Not only did this improve the appeal of the intervention, but we could evaluate program success at a deeper level.

“Positive or Negative Order?” Item Response Ordering and Measurement Error in Extension Customer Satisfaction Surveys

Milton G. Newberry, III, University of Florida

Glenn D. Israel, University of Florida

Cooperative Extension uses surveys to collect data from Extension clients. Dillman, Smyth, and Christian (2009) state surveys should be tailored to be aesthetically pleasing to respondents and easy to navigate. This includes the type of response choices and the order of the responses. However, implications of visual presentation of survey items are not especially well understood (Redline & Dillman, 2002; Tourangeau, Couper, & Conrad, 2004). Yet, less attention has been focused on assessing the impact of response order on measurement error (cf. Israel, 2006; Tourangeau et al., 2004), including in Extension populations. Tourangeau et al. (2004) explored the effect of interpretive heuristics for visual cues in questionnaires on measurement error and found that the order of the responses from left to right affect the speed and specific answer respondents select. Conceptually, the left most item in a list of items should be the “first” and the continuing options should follow from left to right in some logical progression (Tourangeau et al., 2004). This served as a theoretical framework for this research. This study explores impact(s) of positive and negative ordering of answers (e.g., “very satisfied” first versus “very dissatisfied” first) on measurement error in a customer satisfaction survey. Findings show that there are more respondents for the negative order surveys (i.e., “very dissatisfied” first) than the positive order surveys, which could be a result of the “left means first” heuristic. Researchers recommend that more research be conducted to examine the effect of response ordering on Cooperative Extension customer satisfaction surveys.

Improving the Response Rate and Response Quality in the Open Ended Mixed Mode Surveys: Examining the Influence of Importance Prompt and Box Size

Anil Kumar Chaudhary, University of Florida

Glenn D. Israel, University of Florida

Surveys play an important role in social sciences to understand the knowledge, attitudes, skills, behavior and other characteristics of target population (Trochim, 2006). Open-ended questions in surveys provide important information about the cognitive thought process of respondents (Israel, 2010). Researchers have expressed concerns about the response rate and response quality of open-ended questions in both paper and web surveys (Dillman, 2007; Smyth, Dillman, Christian & McBride, 2009). We used four variants of an annual client survey of Florida Cooperative Extension Service (FCES), 2014, to examine the effect of importance prompt (present/absent) and box size (large/small) on item response rate and response quality of open-ended questions in mixed mode surveys. Based on results of binary logistic regression, importance prompt was statistically significant in improving the response rate but box size and interaction of importance prompt and box size did not affect item response rate. The results of negative binomial generalized Poisson regression indicated that importance prompt and bigger box size resulted in a statistically significant higher number of words. Web survey in comparison to paper survey produced more words irrespective of importance prompt and box size. We find that a model with importance prompt, box size and web mode is most important in producing the best item response rate and response quality.

An Analysis of Consumer Preferences in International Calls

Japhet Laizer, Tuskegee University

Ashi Agbogun, Tuskegee University

Joakin Mori, Tuskegee University

Ntam Baharanyi, Tuskegee University

Robert Zabawa, Tuskegee University

Communication cell phone plans and arrangements are still dominated by service providers. Thus, little is known about what drives consumer preferences of such plans overall and those associated with international calls in particular. Consumers depend on cellular phones worldwide as a major part of their daily lives, due to their portability, versatility, and inexpensive unit price for social communication or business purposes. The purpose of this study is to explore consumer preferences in utilizing international call services. It uses mixed face-to-face and online survey data to (1) identify consumer attributes and preference for international calling, (2) examine willingness of consumers to pay additional cost/charges for international calls, (3) assess the role and importance of social networking media in facilitating international calls, and (4) determine customer satisfaction associated with existing carrier services.

PANEL SESSION 3 (Augusta Ballroom F)

Greater Global Engagement at 1890 Land Grant Institutions: Getting over the Hump

Panelists: Ntam Baharanyi, Tuskegee University
Dovi Alipoe, Alcorn State University
Stephan Tubene, University of Maryland Eastern Shore
Mesfin Bezuneh, Clark Atlanta University
James Bukenya, Alabama A&M University

The 1890 Land Grant Institutions have a history of global engagement dating back to as early as 1900. As a system they have demonstrated their capabilities through continued involvement in educational, training as well as technical assistance in agriculture and other development projects. However, amid a critical and rare mass of faculty with vast international experience, cultural background, and opportunities, challenges still prevent the 1890 Universities from optimizing their global engagement. This presentation will discuss the institutional commitment, adequacy of the administrative structure and staffing, faculty policies and practices and collaborations and partnerships with other US and overseas institutions. Efforts will be made to report on the USAID-HBCU Initiative, provide an update on the 1890 Center of Excellence and Innovation for International Engagement and Development, and discuss elements of a needed strategic plan or framework to get over the hump.

3:15 PM – 4:30 PM

PAPER SESSION 11 (Augusta Ballroom D)

Disciplinary Boundaries and Anachronistic Thinking: The 1890 Institutions and 1890s Ways of Thinking

J. I. (Hans) Bakker, Brandon University

The history of a discipline can teach a great deal about the ways in which that discipline has changed. When we speak of ourselves as “rural sociologists” “anthropologists,” “sociologists,” “economists,” “historians,” “philosophers,” “psychologists,” or “agricultural economists” today we sometimes forget that in 1890 those terms had quite different connotations. When we add the complexity of translation from German and French into English, an additional layer of nuance is added. Like geographic, spatial boundaries of countries in Europe (Davies 2010) the boundaries among disciplines are forever shifting. Not only do the disciplines themselves evolve, the

whole *Gestalt* of disciplines changes, sometimes in dramatic ways, often related to politics. The same can be said for all academic and research disciplines, but the focus here is on rural sociology and its relationship to what we in English call "economic sociology" (Swedberg 1998), but in German in 1890 was called *Wirtschaftssoziologie*, and several other terms. This first became apparent to me when I learned about "The Unknown Max Weber" and particularly Weber as a rural sociologist and a student of *Agrarsoziologie* (Bakker 1981, Honigsheim 1946, Munthers 1972, Honigsheim 2000; Weber 1958a). Weber's early work on the agrarian question is directly related to the analysis done by the then "Pope" of Marxism, Karl Kautsky ([1899 1988] and the linkage between Weber and the study of rurality was made by Neo-Marxian thinkers who published an English translation of his *Agrarverhältnisse im Altertum* in a well-known left wing press. It was not until the late 1960s, however, that the "disobedient generation" (Sica and Turner 2005) rediscovered the importance of Marx's own ideas for rural sociology (Buttel and Newby 1980, Winson 1982) and "the ghost of Marx" for sociology generally (Zeitlin [1968] 2010). Links to North American rural sociology will be shown based on work done by Lowry Nelson (1969) and many others.

Engaging Community-based Organizations: Building Capacity and Co-creation of Knowledge

Terrence Thomas, North Carolina A&T State University

Cihat Gunden, Ege University

More than ever Land-grants need viable community partners and a willingness to embrace deep collaboration and the co-creation of knowledge if their outreach and engagement programs are to provide the benefits of science-based knowledge to the communities that need it most. In this paper, we will review the concept of collaboration and knowledge co-creation in the light of today's twenty first knowledge society, present data on the meaning of collaboration from the perspective of community-based organizations and recount our experience with recent efforts at engaging a community in Eastern Greensboro in a project to address healthy eating habits.

The Implications of Ethnicity, Gender, Urban-Rural Residence and Socioeconomic Status for Progress in School among Children in Nigeria

Aramide Kazeem, Western Kentucky University

This study examines the role of ethnicity, gender, urban-rural residence and socioeconomic status on children's progress in school. It also investigates other correlates of progress in school within the categories of ethnicity, gender, urban-rural residence and socioeconomic status. The results show that Hausa-Fulani children and poor children are less likely on average to progress in school than Yoruba children and non-poor children respectively. The study finds an ethnic and income gaps in progress in school. Policies to reduce lack of progress in school must focus on poverty eradication, learning enhancement and remedial education programs. In addition, to address the problem of lack of progress in school among Hausa-Fulani children, mobile schools, visiting female teachers and separate school facilities should be established, especially for Hausa-Fulani girls.

The State of Town and Gown Relations in Ghana: A Baseline Study

Patrick Tandoh-Offin, Ghana Institute of Management and Public Administration

This study seeks to establish first hand, the state of the *town and gown* idea in Ghana; that is the nature and character of the relationships and partnerships that exist between tertiary institutions and the immediate communities and local economies within which they are located. Mention is made in the literature of benefits for both communities and the tertiary institutions in the areas of local workforce, financial and social capital development through the presence of consumers, jobs and educated residents. Similarly, these partnerships that thrive on adequate funding, clear communication and reachable goals are also not without challenges for both the tertiary institutions and the communities in terms of the security, infrastructure and other resource development demands. In this exploratory study therefore, an attempt is made through qualitative research designs to establish the idea of town and gown relations as a major field for the practice of community and rural development research in Ghana.

PAPER SESSION 12 (Augusta Ballroom E)

Migration Patterns for Rural Counties in the South are Unique...Or Are They?

Warren A. Brown, Cornell University

Mathew Hauer, University of Georgia

The South is a unique region of the United States as attested by literature, kudzu, and SEC football. How unique are rural counties in the South with respect to patterns of migration? Here we examine patterns of migration since 1950 by county for the South in comparison with other counties in the US, especially rural counties. The data used in our analysis have been produced each decade since 1960 by various research teams. The most recent work has been done by Winkler et al. (2013) and incorporates the prior data. We model the age structures of migration using a multi-exponential approach developed by Rogers and Castro (1981) and expanded upon by Rogers, Little and Raymer (2010). We can use the principal parameters of these model migration schedules to group them into families. The analysis is ongoing and we anticipate having preliminary results to present in late January.

An Analysis of Factors Affecting Population Loss in Southern Black Belt Counties

Ashi Agbogun, Tuskegee University

Japhet Laizer, Tuskegee University

Ntam Baharanyi, Tuskegee University

Robert Zabawa, Tuskegee University

Nii Tackie, Tuskegee University

Sese Abhulimen, Strategik Insight, Berwyn, PA

Henry Findlay, Tuskegee University

The 2010 Census shows a population increase of about 10 percent from the previous decade, a growth rate lower than the 13 percent for the 1990-2000 period. Although the south as a region does not have many states with rural population decline and stagnation, its Southern Black Belt Counties are over represented among those with not only persistent poverty, but also with persistent population decline. This paper uses the case of Alabama Black Belt Counties to look at different demographic and socioeconomic factors as key drivers of depopulation in these counties. Preliminary results suggest that persistent population loss is related to unemployment rate, resource-industry employment or income, proximity to a major urban center, crime rate and mortality rates. These variables are interrelated, however, and their separate contributions are explored through multiple regression and cluster analyses.

Marshallese Selective Migration to Hawaii and Arkansas and Their Health Care

Jin Young Choi, Sam Houston State University

Jee Young Choi, The University of Texas Health Science Center at Houston

Marshallese migrants, one of the Pacific Islander groups, can be considered one of the most vulnerable populations in the United States. They have unusually high prevalence rates of various cancers and diabetes. These persisting health problems might be partly explained by nutrition transition as well as the ecological and genetic impact of numerous nuclear bomb tests in the Marshall Islands. The Compact of Free Association agreements between the U.S. and the Republic of Marshall Islands have granted Marshallese a unique social entitlement in the United States such as a right to work, study, and receive medical treatment as legal residents (but not as immigrants in a legal sense), as well as live permanently or freely travel to the United States without visas. This study explores the migration patterns and health care issues of Marshallese migrants in Hawaii and Arkansas, employing individual interviews. Hawaii and Arkansas are the states with the highest shares of Marshallese migrants in the United States, but with different economic structures and state immigrant health policies. The preliminary analyses show that social contexts of receptions in both local community and co-ethnic community influence the patterns and pathways of Marshallese migration to Hawaii and Arkansas. Diabetes and limited health care access are major health-related issues among Marshallese in both Hawaii and Arkansas. However, social contextual factors play important roles in shaping health issues, sources of healthcare, and health care behaviors of Marshallese migrants in Hawaii and Arkansas respectively. Suggestion and policy implications are discussed.

The Undocumented Industry: Perceptions of Undocumented Immigrants in Agriculture

S. Janine Parker, University of Florida

Alexa Lamm, University of Florida

Since 1970, the number of immigrants has increased in the U.S. civilian labor force, with more than 23.1 million laborers in 2010. Despite this increase throughout major industries, agriculture remains the most dependent upon immigrant laborers. Florida depends heavily on these workers, as agriculture provides more than \$130 billion in sales revenue, making up about 14% of the state's GDP. The purpose of this study was to understand Florida residents' perceptions of the industries where immigrants work in relation to their beliefs about undocumented immigrants. Grounded in schema theory, this study postulated that people make cultural judgments based on certain elements. The findings revealed that most Florida residents believe that most of the undocumented immigrants work in agriculture as opposed to the accommodation industry, which is consistent with national findings.

A Decade of Hispanic Population Growth in South Carolina

Christopher C. Mathis, Jr., South Carolina State University

Shobha R. Choudhari, South Carolina State University

A profile of the American society has been changing by the growth of the Hispanic population. The research stems from a previous Evans-Allen grant that investigated the Hispanic population from 23 counties in four regions of South Carolina during 2000-03. This portion of research tracked growth of the Hispanic population over 13 years from 2000-2007, 2010, 2012 and 2013 and tested whether it was significant from one year to another in the regions of Piedmont, Midlands, Pee-Dee and Coastal. Results from all regions, except Pee-Dee, showed significant growth for Hispanics in 2013 compared with previous years, along with data for rural counties in the study, during this period. Hence, percent changes from 2010 and 2012 to 2013 are presented for each county; therefore, the results will be useful for state agencies to prepare for the economical and sociological impact of Hispanic population growth in South Carolina.

PANEL SESSION 4 (Augusta Ballroom F)

Re-imagining the Power of Place & Local Knowledge for Enhancing Social Justice for Rural People and their Communities: The Role of Antifragility and Standardization

Panelists: Leanne M. Avery, SUNY Oneonta

Michael Fortunato, Sam Houston State

Researchers, educators and practitioners from the fields of rural science education and community development invite members of the SRSA community to come together and examine the ways in which standardization has affected education, community development, ecological well-being of rural environments. For example, we ask: how does standardized education stifle more intuitive meanings of rural knowing? This is a hybridization of indigenous knowledge studies (typically applied to the non-industrialized or colonized world) and community development (often still stuck in the age of modernity). In this panel, we examine citizen-expert relations to understand if education is focused on an expert-driven model of conformity, or a citizen (youth)-driven model of curiosity and empowered (but guided) exploration. What are the likely outcomes of each? What happens when we explore alternative pathways to unharness and enhance alternative ways of knowing and practicing? How might we work with communities to document progressions in social justice for rural people? How might we co-create new and innovative ways to preserve and sustain local historical cultural knowledge, and blend and balance this reinvigorated knowledge with modern understandings of science and development, to support the vibrancy and continuity of rural life?