

# 47th Annual Meeting of the Southern Rural Sociological Association (SRSA)

Concurrent with Southern Association of Agricultural Scientists (SAAS),



February 5 - 9, 2016 in San Antonio, Texas.

“Exploring SRSA’s Role in Leading the Conversation toward Positive Social Action and Change across the Rural South.”

## Sunday, February 7, 2016

7:45 a.m. – 3:00 p.m.

Registration – *Regency Foyer*

8:15 a.m. – 9:00 a.m.

SRSA Executive Committee - *Seguin*

9:00 a.m. – 10:30 a.m.

PAPER SESSION - *Seguin*

### ***Small Farm Economics***

Moderator: TBA

#### **Marketing of Adult Red Claw Crayfish at Farmers’ Markets**

Grant C. Curran and Siddhartha Dasgupta, \*presented by Ben Bowman, Kentucky State University

#### **Selling Live Pastured Broilers in Kentucky: An Economics and Marketing Study**

Siddhartha Dasgupta and Steven Skeleton, \*presented by Richard Bryant, Kentucky State University

#### **Local Markets for Catfish in Kentucky**

Siddhartha Dasgupta, Richard Bryant, and Alejandro Velasquez, \*presented by Dakota Raab, Kentucky State University

#### **Extension Agents’ use of Smartphones and Apps as a Means to Educate Clientele**

Tanya C. Franke-Dvorak and Joseph S. Dvorak, University of Kentucky

**A Comparative Analysis of Dairy Goat Geographical Indications in France and Texas**

Taylor Crane, Sam Houston State University

10:45 a.m. – 12:00 p.m.

PAPER SESSION - *Seguin*

***Issues of the School Lunch Program***

Moderator: TBA

**Identifying primary deterrents to the purchase of school lunch by high school students**

J. Burford, C. Hunter, H. Maness, C. Ryan, A. Toelle, and S. Galindo-Gonzalez, S., University of Florida

**Perceptions about school meals and unhealthy eating in rural schools**

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

**The National School Lunch Program and High School Students' Perceptions**

R. G. (Tre) Easterly III, Jera L. Niewoehner, Caitlin Bletcher, Kara Cupoli, Dustin Rollins, and Sebastian Galindo, University of Florida

**Exploring Factors That Motivate Participation of High School Students in School Lunch Program**

Anil Kumar Chaudhary, Kumudu P.P. Kopyawattage, Priscilla Zelaya, Bertrhude Albert, Mary Beth Litrico, and Sebastian Galindo-Gonzalez, University of Florida

**12:00 – 1:00 Lunch (on your own)**

1:15 p.m. – 2:30 p.m.

PAPER SESSION - *Seguin*

***Challenges for Rural Populations***

Moderator: TBA

**Perceptions of Rural Life: Survey Findings from Rural Texas**

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

**Eagle Ford Shale: Impacts on Accessible and Affordable Housing for Vulnerable Populations in Small Rural Communities**

Christina Lopez-Mobilia, Shanice Mzava, and Harriett Romo, The University of Texas at San Antonio

**Exploring Worker Centers: The Impact of the Farmworker Association of Florida as a Worker Center in Pierson, FL**

Cristobal A. Gonzalez, University of Florida

**Community Capitals: A Path to a Family Life Center**

Chantel Simpson and Matt Spindler, Virginia Polytechnical Institute and State University

1:15 p.m. – 2:30 p.m.

PAPER SESSION – *Maverick B*

***Diversity In the South***

Moderator: TBA

**The History of African American Farmers In the South**

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

**Developing Networks Among Diverse Farmers**

Marion Simon, Shelley Spiggle and Louie Rivers Jr., Kentucky State University

**Community Attachment and Preferred Economic Development Strategies in Rural Texas**

Mary Ahlstrom, Michael Fortunato, Kristen Koci, Shannon Lane, Gene Theodori, Sam Houston State University

**Suggestions for improving UF/IFAS Extension Programs: Comparison among Racial-Ethnic Groups**

Kumudu P.P. Kopyawattage, Courtney T. Owens, and Glenn D. Israel, University of Florida

2:45 p.m. – 4:00 p.m.

PAPER SESSION – *Sequin*

***Economic Interests of the Southern Region***

Moderator: TBA

**A Sociological Critique of Economic Measures of Satisfaction in U.S. Dairy Cooperatives.**

Carolyn Liebrand, USDA-Rural Development Cooperative Program and Thomas Gray, USDA – Cooperative Programs and Center for the Study of Cooperatives, University of Saskatchewan

**Terror or Market Share: A case of Tennessee Whiskey**

Douglas H. Constance, Tayler Crane, and Kaitlin Grant, Sam Houston State University, and Andrew Prelog, University of Northern Colorado

**Developing Young Entrepreneurs in Agribusiness: Challenges and Opportunities**

L. B. Karki, N. Baharanyi, U. Karki, and A. Agbogun, Tuskegee University

**The Political Economy of Forestland Ownership in Alabama**

Conner Bailey, Auburn University

**Effectiveness of reclamation of coal land in eastern rural Kentucky and its impact on the local population**

Cynthia Rice, Buddhi Gyawali, and Marion Simon, Kentucky State University

2:45 p.m. – 4:00 p.m.  
PAPER SESSION – *Maverick B*

***Cultural, Economic and Women's Issues***

Moderator: TBA

**Factors Affecting Population Loss in Southern Black Belt Counties**

Rishi Khatri, Ashi Agbogun, Japhet Lazier, Ntam Baharanyi, Robert Zabawa and Nii Tackie, Tuskegee University

**The Disappearance of the Black Farmer: Cultural and Economic Implications of Heir Property in the Rural South**

Tristeen Bownes, Robert Zabawa and Ntam Baharanyi, Tuskegee University

**Low-Income Rural Women's Health Perceptions**

Stephanie Lovely and Patricia H. Dyk, University of Kentucky

**Building Women's Opportunities and Self-Confidence: Four Case Studies**

Laura Rogers, Kentucky State University

2:30 PM–3:30 PM

**SAAS Board Meeting**

Rio Grande Ballroom East

4:00 PM–4:15 PM

**SAAS Business Meeting**

Rio Grand Ballroom East

**SAAS Social**

(no Super Bowl party this year)

4:15 PM – 5:00 PM

**Monday, February 8, 2016**

8:00 a.m. – 3:00 p.m.

Registration – *Seguin Foyer*

8:00 a.m. – 9:30 a.m.

PAPER SESSION - *Seguin*

***Social Science Extension Methodologies and Issues***

Moderator: TBA

**Source Credibility: A Communication Theory to Address Farmers' Perceptions of Extension**

S. Janine Parker and Glenn Israel, University of Florida

**Viability of Communities in which HBCUs are Located**

Debaleena Dutta, Ntam Baharanyi, Ashi Agbogun, Jamila Rice, Tammy Laughlin, Tuskegee University

**Education in a dispersed world: Reaching farmers in a rural setting**

Cynthia Rice, Buddhi Gyawali, and Marion Simon, Kentucky State University

**Improving Florida Extension's Underserved Population's Participation through Community-Based Social Marketing**

Anil Kumar Chaudhary, Courtney T Owens, and S. Janine Parker, University of Florida

8:00 a.m. – 9:30 a.m.

PAPER SESSION – *Maverick B*

***Food Systems, Foods, and Food Issues***

Moderator: TBA

**African American Farmers in Central Kentucky are changing from Tobacco to Developing Local Food Systems**

Tehran Jewell, Marion Simon, Steve Skelton and Louie Rivers Jr, Kentucky State University

**Exploring the Relevance of Food-Related Values, Food-Related Lifestyle and Food-Related Behavior for Leveraging Change in Dietary Habits of Food Desert Residents.**

Terrence Thomas, North Carolina A&T State University, Cihat Gunden, and Bulent Miran, Ege University, Bornova, Izmar, Turkey

**Consumer Knowledge of the Fat Content of Restaurant Meat Products**

Godfrey Ejimakor, Joel Amoakon, and Deric Hardy, North Carolina A&T State University

**Breastfeeding in Social and Food System Contexts: A Field Study in the Mississippi Delta to Inform Population Health**

John J. Green, Sarah Gayden Harris, Joella Vaughnn, Amanda Carr, Meghan McCullough, Caroline Canarios, University of Mississippi, Sannie Snell, Women and Children Health Initiatives, Inc., and Mobolaji Famuyide, University of Mississippi Medical Center

**Obesity in Rural Texas**

Giana Martinez, Beatriz Elizondo, Ayrial Adair, Jamilet Perdomo, and Jin Young Choi, Sam Houston State University

9:45 a.m. – 11:15 a.m.

PAPER SESSION - *Seguin*

***Economic Analysis and Decision-Making***

Moderator: TBA

**New Market Potential with Cuba for Alabama Agricultural Products**

William Porter, Robert Zabawa and Ntam Baharanyi , Tuskegee University

**Computer Based Technology as an alternative for marketing and managing limited-resource goat and vegetable farms in Eastern Kentucky**

Rosny Jean and Buddhi Gyawali, Kentucky State University

**An Economic Analysis of Entrepreneurship Opportunities in North Carolina**

Beatriz Rodriguez , North Carolina A&T State University

**Viability Indicator for Rural Communities**

Dana Hogg, Sarah Bush, and Rick Rudd, Virginia Polytechnical Institute and State University

**Consumer Purchase Decision: Impact of Relative Thinking**

Terrence Thomas, North Carolina A&T State University, Cihat Gunden, and Bulent Miran, Ege University, Bornova, Izmar, Turkey

9:45 a.m. – 11:15 a.m.

PAPER SESSION – *Maverick B*

***Race and Student Issues***

Moderator: TBA

**Teenage African American Male Perceptions of Education: A Comparative Study Based on Educational Achievement at the Secondary Level**

Tiffany Harper, Quentin Tyler, and Stacy K. Vincent, University of Kentucky

**The Viability of HBCUs and their Host Communities: Case Study of 1890 Land Grant Institutions**

Jamila Rice, Tammy Laughlin, Ntam Baharanyi, Robert Zabawa and Debaleena Dutta, Tuskegee University

**Race Place, and Quality of Life on a College Campus**

Melissa A. Barfield, McKendree University

**Vocational Education vs. College in Regard to Race**

Jose Martinez, University of Mary Hardin-Baylor

**Assessing financial education needs and Extension deliverables for students**

L. B. Karki, N. Baharanyi, U. Karki, and E. Scott, Tuskegee University

11:30 a.m. – 1:00 p.m.

SRSA AWARDS LUNCHEON AND

PRESIDENTIAL ADDRESS

*La Vista Terrace*

Moderator: Douglas C. Smith, President Elect, Western Kentucky University  
Luncheon

Awards Presentation

Presidential Address: Dr. Kenneth Robinson, Clemson University  
**“Exploring SRSA’s Role in Leading the Conversation toward Positive Social Action and Change across the Rural South.”**

Pivotal Dialogue: Sociological deconstruction of today’s critical issues.

1:15 p.m. – 2:45 p.m.

PANEL DISCUSSION – *Seguin*

***Black Farmers Matter: Agriculture and Rural Development***

Moderator: Robert Zabawa, Tuskegee University

**Black Farmers Matter**

Robert Zabawa, Tuskegee University

**Strategies to Stem Land Loss and Unlock Wealth for Heirs Property Owners**

Thomas W. Mitchell, University of Wisconsin Law School

1:15 p.m. – 2:45 p.m.

PAPER SESSION – *Maverick B*

***Methods for Social Science Research***

Moderator: TBA

**The Use of Social Media in Research Projects Dependent on Social Media Diffusion**

Brooklynn J. Wynveen, Sam Houston State University

**Analyzing Farm Characteristics of Kentucky using Spatial Regression Model**

Bijesh Mishra and Buddhi Gyawali, Kentucky State University

**Analysis of Small Farmers’ Participation Decisions in Federal and State Programs in Kentucky: A Logit Analysis.**

Buddhi Gyawali, Bijesh Mishra, Cynthia Rice, Marion Simon, and Louie Rivers Jr., Kentucky State University, Swagata “Ban” Banerjee, University of Wisconsin-Platteville

**Assessment of community food security in the Huntsville MSA using spatial and social dimensions**

James O. Bukenya, Alabama A&M University

**Applying Adaption-Innovation Theory to Facilitate Building Community Capitals and the Management of Change**

Matthew Spindler and Curtis Friedel, Virginia Polytechnical Institute and State University

2:45 p.m. – 3:15 p.m.

POSTER AUTHORS PRESENT - *Regency Ballroom Center*

3:00 p.m. – 4:00 p.m.

SRSA JOURNAL EDITORIAL BOARD MEETING (membership encouraged to attend) – *Sequin*

4:00 p.m. – 5:00 p.m.

SRSA BUSINESS MEETING (membership encourages to attend) – *Sequin*

5:00 p.m.

SRSA PRESIDENTIAL RECEPTION – *Sequin*

Tuesday, February 9, 8:00 a.m. – 9:30 p.m., SRSA Executive Council, TBA

**POSTER PRESENTATIONS**

**Sunday, February 7, 9:00 – 4:00, Poster Presentation, Regency Ballroom Center**

**Monday, February 8, 9:00 – 4:00, Poster Presentation, Regency Ballroom Center**

**How to Reach Historically Underserved Small Farmers**

Edwin Chavous and Tehran Jewell, Kentucky State University

**Can Clarifying Instructions Influence Response to Numerical Open-ended Questions in Self-Administered Surveys?**

Anil Kumar Chaudhary and Glenn D. Israel, University of Florida

**Effects of Stem and Response Order on Satisfaction with the Florida Master Naturalist Program**

Glenn D. Israel, University of Florida and Milton G. Newberry, III, University of Georgia

**A Comparison of the Conventional and Fair Trade Coffee Commodity Systems**

Kirsty Smenner, Amber Albrecht, Lance Flagg, Thalia Puente, and Keiwanna Roberson, Sam Houston State University

**A Plate Waste Evaluation of the Farm to School Program**

Jaclyn D. Kropp, Saul Abarca Orozco, Halil Sari, David C. Diehl, Glenn D. Israel, Sebastian Galindo Gonzalez, Lauren Headrick, and Karla P. Shelnett, University of Florida

**A SWOT Analysis of Local Value-added Goat Dairy Operations in North Carolina's Piedmont Region**

Kenrett Jefferson-Moore, Salam Ibrahim, Alicia McKim, and Arneisha Smallwood, North Carolina A&T State University



**Building Networks and Stressing Inclusion**

Steve Skelton, Tehran Jewell, and Marion Simon, Kentucky State University

**A Comparative Commodity Systems Analysis of the Conventional, Organic, and Trade Fair Banana Supply Chains**

Althena Moseley, Benjamin Zimmerman, Carolina Ledford, and Jeremiah Johnson, Sam Houston State University

### **Officers of the Southern Rural Sociological Association**

President: Kenneth I. Robinson, Department of Applied Economics and Statistics, Clemson University, 232 Barre Hall, Clemson, SC 29634, Phone: 864-656-1723, Email: [krbsn@clemson.edu](mailto:krbsn@clemson.edu)

President Elect: Douglas Clayton Smith, Department of Sociology, Western Kentucky University, 1906 College Heights Blvd. #11057, Bowling Green, KY 42101-1057, Phone: 270-745-3750, Email: [Douglas.Smith@wku.edu](mailto:Douglas.Smith@wku.edu)

Past President: Robert Zabawa, Anthropology and Rural Development, Tuskegee University, Tuskegee AL 36088, Phone: 334-727-8114, Email: [zabawar@mytu.tuskegee.edu](mailto:zabawar@mytu.tuskegee.edu)

Program Chair: Marion Simon, Land Grant Program, Kentucky State University, 400 East Main St., Frankfort, KY 40601, Phone: 502-316-5423, Email: [marion.simon@kysu.edu](mailto:marion.simon@kysu.edu)

Program Chair Elect: John G. Green, Director, Center for Population Studies, The University of Mississippi, Room 537 Lamar Hall, University, MS 38677-1848, Phone: 662-915-7295, Email: [jjgreen@olemiss.edu](mailto:jjgreen@olemiss.edu)

Secretary-Treasurer: James O. Bukenya, Professor of Resource Economics, Alabama A&M University, P.O. Box 1042, Normal, AL 35762, Phone: 256-372-5729, Email: [james.bukenya@aamu.edu](mailto:james.bukenya@aamu.edu)

Journal Editors: Editor in Chief (Interim), Managing Editor, and Web Master (Interim): Douglas Clayton Smith, Department of Sociology, Western Kentucky University, 1906 College Heights Blvd. #11057, Bowling Green, KY 42101-1057, Phone: 270-745-3750, Email: [jrss@wku.edu](mailto:jrss@wku.edu)

**The theme of the 47th SRSA meeting is: “Exploring SRSA’s Role in Leading the Conversation toward Positive Social Action and Change across the Rural South.”**

Reflecting on SRSA’s public statement in response to recent events, the conference theme is both a call to action and a challenge. As rural social scientists we analyze people and the social worlds they create and perpetuate. Our role is not only to investigate and research social behavior, but also to recommend prescriptive measures and calls for action based on regional history and culture. We encourage the collective use of our social science perspectives to explore, discuss and dissect our social worlds.

**Presidential Address: Dr. Kenneth Robinson, Clemson University**  
**Exploring SRSA’s Role in Leading the Conversation toward Positive Social Action and Change across the Rural South. Pivotal Dialogue: Sociological deconstruction of today’s critical issues.**

It is not a question of relevance to the issues at hand, but one of influence. As rural social scientists we stand at a pivotal place to interpret and to lend context and understanding to today’s critical issues. Over just the last year we as a nation have been faced with looking at ourselves, at both our motives and actions with regard to race, criminal justice, immigration, and social benefits and programs. What may be challenging and stifling to some is not new to our field and sociological perspective. Similar to the reflective times of W.E. B. DuBois, C. Wright Mills, and Robert Putnam, we are at a juncture for reflection and greater understanding. At the heart of these issues, battles to some and topics of intellectual discourse to others, is our collective search for community and meaning. With an eye towards positive social action and change across our region and beyond, who better than those who study social change and deconstruct this framework of institutions and people to lend understanding to these times?

**ABSTRACTS OF SELECTED PAPERS**

Terroir or Market Share: A Case of Tennessee Whiskey

Douglas H. Constance, Sam Houston State University (soc\_dhc@shsu.edu)

Taylor Crane, Sam Houston State University

Kaitlin Grant, Sam Houston State University

Andrew Prelog, University of Northern Colorado

Abstract:

This paper combines a qualitative methodology with a sociology of agrifood conceptual framework focusing on the concept of terroir to investigate the case of the contested governance of Tennessee Whiskey. In Spring 2014 a controversy emerged in Tennessee over the official definition of Tennessee Whiskey. 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 the 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 controversy between Jack Daniels (owned by Brown Forman) and George Dickel (owned by Diageo) continues. The controversy is interpreted employing the concept of terroir.

## A COMPARATIVE ANALYSIS OF GOAT DAIRY GEOGRAPHICAL INDICATIONS IN FRANCE AND TEXAS

Taylor Crane

Sam Houston State University

In this paper I combine a sociology of agrifood conceptual framework with a qualitative case-study methodology to inform discussions relating to the relationship between regulatory and governance relationships in agrifood systems and quality of life implications for goat dairy farmers. The sociology of agrifood framework focuses on the social, economic, environmental crisis of the industrial agricultural system; Geographic Indicators (GI), also known as origin-labeling provide one answer to the crisis. This paper explores a prominent type of geographical indicator, the French appellation d’origine contrôlée (AOC) and discusses the implications for a United States based label, specifically concentrating on the “Go Texan” label. While the number of Texas goat dairies is increasing, origin labeling is on the forefront of governance debate leading to questions on implications for small-producers. This paper will also discuss the World Trade Organization (WTO) dispute concerning GIs and the global implications of those decisions specifically as it affects the regulatory environment in Texas and France. Data was gathered using semi-structured interviews with multiple goat dairy farmers in East Texas and participant observation with a goat farm in France. This research confirms existing literature that the French AOC model of regulation for GIs benefits otherwise marginalized producers, while adding that the “Go Texan” label does not support small-scale producers in a similar manner. The Texas regulatory environment for goat dairies administers barriers to small-scale producers and reduces the quality of life for those farmers.

### **Eagle Ford Shale: Impacts on Accessible and Affordable Housing for Vulnerable Populations in Small Rural Communities.**

Christina Lopez-Mobilia, Shanice Mzava, Harriett Romo, University of Texas at San Antonio.

Over the past five years, the Eagle Ford Shale Region has experienced exponential growth, including oil exploration, construction, housing, and community transformation. Recently the price of oil has dropped dramatically and has had significant consequences on the area. This paper focuses on the availability and affordability of housing in three rural counties closest to Mexico in the Eagle Ford Shale. We also examine the responses and actions of community residents in the area to the oil and gas development. Three core interrelated research questions guide the paper: the impact of oil and gas exploration on low-cost housing stock, how stakeholders respond to housing availability and

affordability in the region, and the strategies local officials use to address affordable housing and infrastructure needs in the region. Three key populations were targeted to illicit the perspectives of the community's response to oil and gas development: policy makers, housing providers, and affected residents.

### **Exploring Worker Center: The Impact of the Farmworker Association of Florida as a Worker Center in Pierson, FL.**

Cristobal A. Gonzalez, University of Florida

Immigrant workers communities have dealt with many obstacles historically in the United States. In response to these difficulties and the recent boom in Latin American immigration, worker centers have emerged to protect workers and their communities, and to retaliate against abuses and systematic inconsistencies that these subjugated populations face. In order to explore the world of worker centers and the impact that they cause in the communities they serve, a case study of a worker center in Florida, the Farmworker Association of Florida (FWAF)'s Pierson office, was conducted. This study explored the concept of a worker center as an actor of normative resistance through the lens of Foucauldian theory, and utilized a framework developed by Janice Fine to categorize the multi-faceted nature of this worker center. This study found that the FWAF has impacted its community mainly through service-provision, more specifically through their membership benefits, tax services, and immigration services.

### **Strategies to Stem Land Loss and Unlock Wealth for Heirs' Property Owners**

Thomas W. Mitchell, University of Wisconsin Law Center

Heirs' property ownership is a form of ownership that is prevalent in the southern states, particularly among poor and disadvantaged property owners. Unfortunately, heirs' property owners have faced seemingly intractable problems for many decades. Thousands of heirs' property owners, including a disproportionate number of African-American property owners, have lost their land involuntarily in different legal actions. Further, those who own heirs' property often are not able to leverage their ownership to build wealth because they lack marketable title. Nevertheless, some academics have been making important contributions that are giving heirs' property owners new hope. On the legal front, a model state statute principally drafted by this legal scholar and designed to stabilize heirs' property ownership is gaining ground, including in a number of states in the South. Further, a group of anthropologists, demographers, legal scholars, sociologists, and other academics (mostly at the University of Georgia) also are working with the U.S. Forest Service, the Federal Reserve Bank, and others in a collaborative, groundbreaking way to help heirs' property owners leverage their ownership to build wealth.

### **A Sociological Critique of Economic Measures of Satisfaction in U.S. Dairy Cooperatives.**

Carolyn Liebrand, USDA-Rural Development Cooperative Program and Thomas 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 tend to 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 tended to emphasize 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.

### **Marketing of Adult Red Claw Crayfish at Farmers’ Markets**

Grant C. Curran and Siddhartha Dasgupta, Kentucky State University

Australian red claw crayfish (*Cherax quadricarinatus*) have been shown to display both desirable biological and gastronomical qualities that make them suitable for aquaculture. They have an overall resemblance to marine lobsters, which can assist in their marketing to consumers. A majority of red claw crayfish production in the United States is at a small scale. Direct-to-consumer marketing is an important outlet for small scale producers because it allows them to bypass intermediate marketing channels and receive the full retail price of their products. To foster successfully marketing of red claw crayfish at a small scale, we investigated their sales potential in several farmers’ markets.

### **Selling Live Pastured Broilers in Kentucky: An Economics and Marketing Study**

Siddhartha Dasgupta and Steven Skeleton, Kentucky State University

Broilers are chickens that are cultured specifically for meat production. In the United States a Cornish Cross boiler is a common type that is fast growing and can reach 2.25 kg (5 lb) in 6 weeks. In Kentucky, broiler farming is a popular agricultural enterprise, with an approximately hundred-fold increase in annual production since 1985: from 3.1 million birds (1985) to 300 million birds (2008) (KY Agricultural Statistics 2011). While most of the birds are produced in intensive, indoor systems, pastured broiler production is an upcoming small-scale enterprise that holds the promise of profitability through local marketing. Pen production method is the focus of this paper because this system has been identified as best suitable for broiler production in batches on pasture (Plamondon 2003).

### **Local Markets for Catfish in Kentucky**

Siddhartha Dasgupta, Richard Bryant, and Alejandro Velasquez, Kentucky State University

Extension personnel serving small-scale farms should be aware of production and marketing options that can be profitable for these farmers. One option is catfish, which can be grown at a small-scale in the United States. Identifying local markets for catfish might help increase farm revenues and create new risk management opportunities. This paper provides results of marketing catfish at local Hispanic grocers, farmers’ markets, and community-supported agriculture (CSA) operations. Whole catfish was preferred by Hispanics, and the majority of farmers’ market and CSA patrons were willing to buy fresh fillets at prices that could make small catfish operations profitable.

### **Vocational Education vs. College in Regard to Race**

Jose Martinez, University of Mary Hardin-Baylor

This paper is an analysis of some current changes as well as a continuation of tracking, modern-day style, particularly for Black and Hispanic students. The emphasis is on Texas and the background for these circumstances in relation to some smaller communities in east and south Texas. This has consequences for the socioeconomic futures of such students, and thereby the continuation of a two-tier system in regard to inequality.

### **Developing Young Entrepreneurs in Agribusiness: Challenges and Opportunities**

L. B. Karki, N. Baharanyi, U. Karki, and A. Agbogun, Tuskegee University

Agriculture for most young Africans is synonymous with poverty. Only 2% of African students specialize in agricultural education. Agribusiness planning and entrepreneurship development has a huge potential to transform a dependent rural economy into a self-sustaining home-grown economy. A focus group interview was conducted with African graduate students to assess the scope, potentials, areas of interventions, and training delivery formats. Findings revealed that 93% believed agribusiness can increase rural employment and attract unemployed youths and school dropouts to agribusinesses. The three most important agribusinesses in Africa reported by 50%, 37.5%, and 12.5% of respondents respectively were: i) crop and livestock farming, ii) selling agricultural products, and iii) selling agricultural inputs. To make agribusiness a compelling enterprise, 50%, 25%, 12.5%, and 12.5% respectively prescribed participatory workshops with hands-on examples, training that also discusses exemplifying success stories, study abroad experiences, and information on gaining easy access to credit and the market.

### **Assessing financial education needs and Extension deliverables for students**

L. B. Karki, N. Baharanyi, U. Karki, and E. Scott, Tuskegee University

Financial education has been considered a growing concern and need for students in high school and HBCU. Researchers have reported that African American students are the least financially literate among all ethnic groups. The study was conducted to assess their needs for financial education. A random survey was introduced to 45 school students from three black-Belt Counties in Alabama. It was found that 95% were keen to learn financial fitness education. Similarly, 62%, 38%, 18%, 18%, and 11% respectively responded their needs as saving for college, creating saving and spending plans, increasing earning power, knowing need versus want, and borrowing and credit management. All respondents plan on going to college. However, only 50% have a bank account and only 41% have started saving for their dream college. Expanding financial literacy campaigns through cooperative extension can bridge the knowledge gap in financial education for African American students in schools and colleges.

### **Viability Indicator for Rural Communities**

Dana Hogg, Sarah Bush, and Rick Rudd, Virginia Polytechnical Institute and State University

Rural communities are resilient by nature, but some struggle both socially and economically. Building community viability enables rural communities to support themselves while avoiding exploitation, empowering citizens to lead fulfilling lives. Based on the literature regarding the struggle of rural America and the need to preserve the rich cultural heritage, a community viability indicator could enhance community development. Four constructs emerged from the literature reflecting community viability; capable leaders, community sentiment, community vision, and sustainable infrastructure. Formal leadership, non-formal leadership, and power are considered when examining capable leaders. Active community participation embodies community sentiment, which represent enthusiasm, tradition,

community capital, and community identity. Community vision encompasses goals, investment in the future, strategic thinking, and resiliency. Sustainable infrastructure leads to social stability, economic development, and access to basic needs. Establishing a community viability indicator may assist in helping southern rural communities to thrive.

### **Computer Based Technology as an alternative for marketing and managing limited-resource goat and vegetable farms in Eastern Kentucky**

Rosny Jean and Buddhi Gyawali, Kentucky State University

Knowledge of the factors that affect farmers' decision to adopt Computer Based Technology (CBT) in agriculture is important in order to understand the level of adoption of such technologies and their effect on small farms sustainability. Although the explosion of new technologies has revolutionized the world since the last two decades, not all consumers choose to use the new technologies, nor do all consumers see these changes as improvements. This survey-based research examines, reports, and discusses the factors that influence Eastern Kentucky's goat and vegetable farmers to use computer based technology as an alternative decision for marketing and managing their resources. The concepts outlined in this paper contribute to an increasing appreciation of the need to reconsider the role of CBTs in limited resource agricultural farm management.

### **The Political Economy of Forestland Ownership in Alabama**

Conner Bailey, Auburn University

Over 70 percent of Alabama is covered by forests. Alabama's property taxes on timberland are the lowest in the nation. With rhetorical appeal to protecting family farm and forestland owners, the current tax system is supported by powerful interest groups, heirs to the "Big Mules" who wrote Alabama's Constitution of 1901. Constitutional provisions that set serious obstacles to raising property taxes, combined with politically powerful organizational interests supporting low taxes, are being challenged by constitutional reform and social justice organizations seeking tax reform at local and state levels and who argue that Alabama's current property tax system protects revealing that ownership of timberland is highly concentrated and that most timberland is in the hands of absentee owners.

### **The Use of Social Media in Research Projects Dependent on Social Media Diffusion**

Brooklyn J. Wynveen, Sam Houston State University

Authorities on research methods often convey online survey methods as having a number of disadvantages. Indeed, the disadvantages associated with representativeness, coverage, self-selection bias, and unknown population parameters (among others) are often seen to outweigh the efficiencies to be gained in terms of cost, time, and effort. However, this paper argues that under certain circumstances, online survey research—and research using social media in particular—can offer important advantages *over* traditional mail or telephone surveys. In this presentation, I outline those circumstances as they relate to the promotion of live organ donation, and more specifically volunteer kidney donation. Drawing on the principles of consumer-based social marketing (CBSM), adoption and diffusion of innovation, and other social and psychological theories, I argue that this research agenda is ideally suited for an online, social media-based sampling and data collection effort.

### **Race, Place, and Quality of Life on a College Campus**

Melissa A. Barfield, McKendree University



An individual's quality of life can be influenced by many things. A review of the literature indicates that quality of life is defined as a combination of environmental circumstances and inner states/orientation (Eroglu 2012; Wei, Liao, Ku, and Shaffer 2011). Quality of life can be measured by indicators such as: degree of happiness, satisfaction, subjective well-being, and the absence of prejudice, discrimination, and hardships. How does race interact with place and influence quality of life? How does place of residence (rural or urban location) impact a student's quality of life? This research project will explore how race and place impact quality of life on a small, Midwestern liberal arts college. Self-administered surveys were distributed to nearly 600 undergraduate students. Multiple regression will be used to analyze data from nearly 600 self-administered surveys.

### **Applying Adaption-Innovation Theory to Facilitate Building Community Capitals and the Management of Change**

Matthew Spindler and Curtis Friedel, Virginia Polytechnical Institute and State University

Adaption-innovation (AI) theory provides a robust framework for guiding the cooperative problem solving strategies of people engaged in building community capitals and managing change in rural contexts. Because the problems associated with building community capitals and managing change in rural settings are thickly complex, addressing them requires a diverse array of problem-solving styles. According to AI theory, part of the functional power of cooperative groups is derived from the natural and innate cognitive diversity which arises as result of how different individuals prefer to solve problems. Discussion will delineate findings regarding strategies for assessing the problem solving preferences of individuals and the cognitive diversity of cooperative groups. Recommendations include the implementation of cooperative problem solving strategies based on problem solving preference constructs that have been found to be independent of culture, ethnicity, motivation, and measures of capacity.

### **Community Capitals: A Path to a Family Life Center**

Chantel Simpson and Matt Spindler , Virginia Polytechnical Institute and State University

As society has grown, the outward migration of citizens from rural to more metropolitan areas has increased. Consequently, rural areas have seen tremendous decline in human, social, and economic capital. This research investigated the process of developing a family life center in a rural south eastern community. The research utilized the community capitals framework as a guide for contextualizing the space around the intended family life center and its plan for providing programs and services. Research participants included community members who were invited to complete a needs assessment survey. Survey results indicate that community members believe that spaces such as gyms, computer spaces, and meeting rooms would serve as avenues for social capital development. Respondents also believed that human capital development through professional development and adult programming was an important consideration for the family life center.

### **Perceptions of Rural Life: Survey Findings from Rural Texas**

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

A persistent theme in American culture has been a reverence for rural places, people, and things. Nostalgic notions of simple country lifestyles, pastoral images imbued with Biblical interpretations, historical linkages to the nation's heritage and the American character, and ideas glorifying the primeval unspoiled wilderness combine to define what has been called "the rural

mystique.” Although there are also competing images which focus on the isolation, poverty, and hardships of rural life, previous research and commentary suggest that belief in the goodness of rurality is a basic American value. However, most of this research occurred more than a decade ago, and focused on populations in the northeastern United States. Using data recently collected from individuals in rural Texas, we examine the perceptions of rural Texans with respect to selected ideas embedded in the rural mystique. We also explore the associations between various sociodemographic characteristics and respondent’s perceptions. Implications for rural development efforts are suggested.

### **African American Farmers in Central Kentucky are changing from Tobacco to Developing Local Food Systems**

Tehran Jewell, Marion Simon, Steve Skelton and Louie Rivers Jr, Kentucky State University

In Kentucky as many as 90% of the Kentucky African American farmers had tobacco as their primary, or only, crop. Few were trained in direct marketing, local food systems, and food safety. But some African American farmers are taking advantage of the opportunities to improve the health of their populations by providing healthy local food. After the Kentucky State University KSU Area Small Farm Agent began working with a group of beginning farmers in 2002, they developed the Farmer2City Connection cooperative, two farmers graduated from the 1890 Small Farmer Leadership Institute, two graduated from Western Kentucky University, 12 implemented new farm enterprises including pastured poultry, bees, vegetables, and value-added beef and pork operations. They created local farmers markets in their communities and in the inner cities of Louisville, KY and Nashville, TN. Upon Michelle Obama learning of this, one producer was invited to the White House to participate in her Healthy Local Foods Conference to share his success.

### **Developing Networks Among Diverse Farmers**

Marion Simon, Shelley Spiggle and Louie Rivers Jr., Kentucky State University

Kentucky State University has used several venues to develop networks and acceptance among Kentucky’s diverse small farmers. In doing so, we try to address the cultural diversity as well as ethnic and gender diversities. In addition to its intensive educational Small Farm Program and 2501 Programs, the following venues have proved to be successful. Its Small, Limited-Resource, Minority Farmers Conference was the first venue that united African American farmers from central and western Kentucky and has become the largest gathering of African American farmers in the Commonwealth while including veteran, women, Hispanic, Asian, refugee, Native American, and white farmers all learning and socializing together as one. Similarly, The Third Thursday Thing monthly workshops have put similar groups of farmers together in a setting that emphasizes learning and social acceptance. But many of the strongest ties among the diverse farm populations came from KSU’s educational farmer bus tours to various events such as Southern SAWG and tours to the farms of successful farmers.

### **Exploring the Relevance of Food-Related Values, Food-Related Lifestyle and Food-Related Behavior for Leveraging Change in Dietary Habits of Food Desert Residents**

Terrence Thomas, North Carolina A&T State University, Cihat Gunden and Bulent Miran, Ege University, Bornova, Izmir, Turkey

Food desert residents have been conditioned by their environment and aggressive advertisement of unhealthy food choices. Efforts to improve the quality of diets and shopping behavior of food desert residents will need knowledge of the social psychological factors that influence eating habits and shopping behavior in order to reverse the effects of past conditioning. This is a preliminary study that

will explore the role of variables such as personal values, food-related values, food-related lifestyle and food-related behavior in influencing healthy eating. Data will be collected from a purposive sample of 40 residents of a food desert in Greensboro, North Carolina using an audience response system. The data will be analyzed to determine the extent of the relationship among the variables identified above and to segment residents based on food-related values, food-related life style in the study area in order to tailor intervention programs to meet their specific needs. This article is based on a research project (#114O648) funded by The Scientific and Technical Research Council of Turkey (TUBITAK). We extend our thanks to the Council for providing the research grant.

### **Consumer Purchase Decision: Impact of Relative Thinking**

Terrence Thomas, North Carolina A&T State University, Cihat Gunden and Bulent Miran, Ege University, Bornova, Izmir, Turkey

Relative thinking affects consumers purchase decisions contrary to neoclassical economic theory. Consumers not only consider absolute differences but in many instances take into account relative differences in making purchasing decisions. This study investigates the effects of relative thinking on consumers' food purchase decisions. Data was collected from 22 purposively selected consumers in a listening session using an audience response system. Four different decision scenarios were designed to demonstrate the impact of relative thinking on consumers purchase behavior in a shopping environment. Consumers were offered packages of tomatoes at different prices that were produced using different production systems: conventional, good agricultural practice and organic. Results showed that the decoy effect, i.e. the addition of a third alternative package of tomato that is clearly inferior to one of two alternative packages in the existing choice set, influenced consumers' decision-making process. This article is based on a research project (#114O648) funded by The Scientific and Technical Research Council of Turkey (TUBITAK). We extend our thanks to the Council for providing the research grant.

### **Source Credibility: A Communication Theory to Address Farmers' Perceptions of Extension**

S. Janine Parker and Glenn Israel, University of Florida

Since its inception in 1914, the Cooperative Extension Service has delivered thousands of programs to farmers throughout the United States. These programs have been altered and changed to meet the needs of clientele in response to demographic, economic, and social trends. However, many evaluations have primarily focused on the impact of an extension program without considering the role of source credibility, in this case of the extension agent, in facilitating or inhibiting program impacts. Focusing on the organization and agents' credibility is needed in the current, resource-reduction environment for cooperative extension. Source credibility is a communication's theory that identifies the extent to which a source is perceived to be credible with regard to expertise and trustworthiness by the receiver of information. In this paper, source credibility is postulated as a key consideration in the development and implementation of impactful extension programs.

### **Community Attachment and Preferred Economic Development Strategies in Rural Texas**

Mary Ahlstrom, Michael Fortunato, Kristen Koci, Shannon Lane, Gene Theodori, Sam Houston State University

Economic development plays an important role in enhancing the well-being rural communities by providing job and career opportunities. However, there are many paths to economic development, and support for these strategies is not equally shared among the population. Learning about the attitudes of

different groups within the rural population can provide valuable insight to which policies they will most likely support. Community attachment may also interact with socio-demographic characteristics including race, gender, and political views. The purpose of this study is to learn about how community attachment and involvement influences economic development preferences in rural Texas. We analyze data from the combined 2012-2013 Texas Rural Survey to understand which economic development strategies are being used in these areas, which are seen as most effective, and which are perceived by different groups to be top priorities. This analysis is intended to inform decision makers and policy analysis supporting rural economic development.

### **Assessment of community food security in the Huntsville MSA using spatial and social dimensions**

James O. Bukenya, Alabama A&M University

The paper conducted local assessments of community food security in the Huntsville Metropolitan Statistical Area (MSA). Food insecurity is a problem for many residents in the MSA. Recent data showed that out of the 14 low-income neighborhoods, one child in four lives in a family that cannot meet its basic nutritional requirements. The link between food security and health was also highlighted in a 2006 study which showed that among adults reporting health problems in the MSA, 65% were food insecure and over 34% of residents were obese. The analysis utilized geographic information system (GIS) to represent and analyze the spatial characteristics of food security in the MSA. The community was defined according to the geographic boundaries of census tracts and towns in the Huntsville MSA.

### **Analyzing Farm Characteristics of Kentucky using Spatial Regression Model**

Bijesh Mishra and Buddhi Gyawali, Kentucky State University

Agriculture in Kentucky has undergone through major changes: number of farms are decreasing with increase in average size. Agriculture census of 2012 shows that Kentucky has high percentage decline in farmland. About 90% of Kentucky farmers are family-owned. Decrease in farmlands suggests people are moving away from farming jobs. This research aims to identify and study characteristics of farms in Kentucky and their productivity and diversity aspects, and explore relationship between socioeconomic factors in Kentucky. Primary survey data as well as Secondary data from Agriculture Census, US Census, socioeconomic and demographic data were analyzed using spatial regression model. Preliminary findings suggest direct correlation between farm productivity with average farm size, total irrigated land, total workers in farm, average year in farming but negatively related with acreage of farm operated by male farmers. Also, total acreage of farm under male operators and average age of farmers has significant effect in farm productivity.

### **Consumer Knowledge of the Fat Content of Restaurant Meat Products**

Godfrey Ejimakor, Joel Amoakon, and Deric Hardy, North Carolina A&T State University

The World Health Organization recently released a study that links the consumption of processed meat and cancer in humans. The level of the fat in meat has also been found to be harmful to human health. Knowledge of the fat content of various meat types is necessary for consumers to make healthier food choices. Imparting such knowledge to consumers will be more successful if baseline information on the existing stock of knowledge of the fat content of various meat types are available. This study assessed the level of consumer knowledge of the fat content of different types of meat. A survey instrument was used to obtain the level of fat that the respondents believe is contained in various types of beef, pork, chicken and turkey. The responses were compared to the actual fat

content of the types of meat products to identify knowledge gaps that could be addressed with nutrition education.

### **Education in a dispersed world: Reaching farmers in a rural setting**

Cynthia Rice, Buddhi Gyawali, and Marion Simon, Kentucky State University

Farmers as a dispersed audience lack a readily available method for education and training. Specifically, Small Socially Disadvantaged Producers often lack the money, time and resources to learn new methods, practices, technology and solutions which are currently being put in practice today. As farmers meet new challenges and need a way to network with both their peers and educators for working solutions to their problems, storytelling provides an effective, feasible way to connecting farmers no matter their location through cooperative extension offices in each county, any networked computer such as the local public library or even in their home.

### **Effectiveness of reclamation of coal land in eastern rural Kentucky and its impact on the local population**

Cynthia Rice, Buddhi Gyawali, and Marion Simon, Kentucky State University

Many thousands of coal sites have become inactive in Kentucky but not all of the land may have been released to be reclaimed as environmentally friendly or as reclaimed other use potential. This land can have an impact on the community for either good or bad. The current effectiveness of the reclaimed land and how the local community sees it and their part in the reclamation process is important environmentally, economically and socially. Historically, economic boom and bust are related to the after effects of a declining business and the reclamation of land with input from the local community is essential to deter the bust part of the cycle.

### **Identifying primary deterrents to the purchase of school lunch by high school students**

J. Burford, C. Hunter, H. Maness, C. Ryan, A. Toelle, and S. Galindo-Gonzalez, S., University of Florida

Few studies have focused on secondary schools when identifying negative impacts to participation in the school lunch program. Additionally, the significant changes to the menu in response to the 2010 Let's Move initiative prompts a fresh investigation into recruitment and retainment. Due to limitations in accessing public high school students, the study site consisted of only one high school in Florida which had an overall affluent student population (65% deemed not economically disadvantaged), and thus, more students with the ability to choose whether they would buy and eat school lunch. Data was collected through 16 semi-structured interviews with students, interviews with district-level administrators and cafeteria staff, observations of the lunch service, and preceding focus group data with district students. Dominant themes emerged in congruence with previously established issues (such as taste, appearance, and choices) but additional themes were also identified and mainly related to poor communication with students.

### **Suggestions for improving UF/IFAS Extension Programs: Comparison among Racial-Ethnic Groups**

Kumudu P.P. Kopyawattage, Courtney T. Owens, and Glenn D. Israel, University of Florida

The public value of UF/IFAS Extension remains a top priority for the organization. Through the use of customer satisfaction surveys, UF/IFAS Extension continuously measures the quality of programs. Using survey data from 2012-13, this study examined customer satisfaction related to different racial-ethnic groups to determine what we could do to improve our services. A thematic analysis was done on open-

ended responses of White, African-American, and Hispanic clients to explore suggestions for improvement. Need for proper information dissemination mechanisms to increase awareness about classes offered were a top priority identified by all groups. Conducting more classes, getting more funding and having specialized programs were also suggested. Language is an issue for Hispanic clients. Further investigation into the types of classes needed, the possibility of conducting more classes in Spanish, and new sources of funding would be helpful to better tailor Extension programs.

### **Low-Income Rural Women's Health Perceptions**

Stephanie Lovely and Patricia H. Dyk, University of Kentucky

Women in rural communities face a variety of challenges in maintaining their health. While many of these are external factors that limit safety and availability of exercise and food options, significant internal factors also impact women's ability to achieve physical health. Some of these include embarrassment, self-identifying as lazy and unmotivated, and disinterest. Another important internal limiting factor is women's perceptions of what healthy activity levels and food intake entail. This study examines how rural Kentucky women's perceptions of their health match up with their actual health and related behaviors. Structured interviews from the Rural Families Speak about Health project shed light on low-income women's perception of their health, health conditions they have, and behaviors which affect their health. Discussion will focus on emergent themes and implications for development of health education programs and policies for improving the health of rural women.

### **Perceptions about school meals and unhealthy eating in rural schools**

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

The rural school stakeholders' perceptions of school food environment may influence on the decision making for building a healthy school environment, which provides more opportunities for children to make healthful food choices. This study examines the perceptions of rural stakeholders about school meals and identifies the challenges for rural children for healthy eating in school. Focus groups and individual interviews were conducted with rural school stakeholders: school administrators, school teachers and staff, and parents. The results show that overall, parents have negative perceptions about school meals, and the negative perceptions hinder their children's participation in school meal programs. Parents' negative perception is based on the reflection of their own school years and conversation with their children. Children's unhealthy choices in school meal menu options and substantial waste of foods (e.g., fruits, vegetables, and milks) are identified as the challenges for healthy eating. Lastly, lunch and snacks from home are indicated as a source of unhealthy eating at school. At the end of the paper, the suggestions and policy implications are discussed.

### **Obesity in Rural Texas**

Giana Martinez, Beatriz Elizondo, Ayrial Adair, Jamilet Perdomo, and Jin Young Choi, Sam Houston State University

As one of the ten leading causes of death in the United States, obesity and its related health problems have a significant impact on the economy and health care system creating significant costs. Rural residents tend to have higher overweight and obesity rates, compared to urban counterparts. The social inequalities in obesity would be wide among rural residents. This study exams the distributions of overweight and obesity by gender, race, and income among Texas rural residents. We use the 2013 Texas Rural Survey data, which was collected from a random sample of Texas residents living in 22 rural places. The results show that 70% of respondents are either overweight or obese. There are statistically

significant differences in weight status (overweight and obesity vs. underweight and normal) by gender and age. There are differences in weight status by race and household income, but they are not statically significant. In contrast, there is no differences in weight status by education attainment, marital status, and the size of place that respondents reside.

### **Building Women's Opportunities and Self-Confidence: Four Case Studies**

Laura Rogers, Kentucky State University

Goals: Working in eastern Kentucky to build women's opportunities and self-confidence, and to build men's respect and opinions of women, regardless race, economics, nationality or religion. Case Study 1: During the International Women in Agriculture Conference in Washington D.C. some 15 years ago, a woman from Africa spoke. I found that women have the same situation worldwide. To help women overcome this, I started writing articles for Heifer, International's WHOO newsletters, Women Helping Ourselves and Others, and formed a WHOO club in my community Case Study 2: Working as a Small Farm Area Agent in eastern Kentucky, I found a group of teenage girls who never had anyone to help them prepare for professional jobs or for college. I developed an annual "Professional Dress Day" where I organize a visit to KSU to see the opportunities that college offers and secure funds to take them for their first time to a mall where each girl purchases a new dress. What an opportunity to facilitate change! Case Study 3: In Eastern Kentucky where the coal mines are closing, I work with two coal miners' wives to develop pasture poultry and bee enterprises for income and a sense of accomplishment. Case Study 4: Photography is a good way to build women's self-confidence. I use the camera to teach women that they are smart, beautiful, they are to be highly regarded, and are valuable assets to their communities.

### **The National School Lunch Program and High School Students' Perceptions**

R. G. (Tre) Easterly III, Jera L. Niewoehner, Caitlin Bletcher, Kara Cupoli, Dustin Rollins, and Sebastian Galindo, University of Florida

The National School Lunch Program (NSLP) can play a role in positively influencing student's weight status and health (Gunderson, Kreider, & Pepper, 2012). However, students are not participating in the program at high levels (Bhatia, Jones, & Reicker, 2011). The social-ecological model provided a theoretical framework for a qualitative investigation of the experience of high school students during lunch (Crook & Garlan, 1966). A transcendental phenomenological approach was used to provide a textural description and essence of the lived behavior of the students (Cresswill, 1988; Moustakas, 1994). Twelve one-on-one semi-structured interviews of students enrolled in a high school were conducted. The themes that emerged that describe the essence included the students feeling towards food, their feelings about the line length, the social nature of lunch and conversations with friends, and how lunch impacts the remainder of the students' day. These findings will help inform school decision makers to adjust the NSLP and the school environment to improve the shared experience of high school students.

### **Exploring Factors That Motivate Participation of High School Students in School Lunch Program**

Anil Kumar Chaudhary, Kumudu P.P. Kopyawattage, Priscilla Zelaya, Bertrhude Albert, Mary Beth Litrico, and Sebastian Galindo-Gonzalez, University of Florida

Child food security has been a topic of discussion in the United States for decades. It is a widely accepted notion that children should not be subjected to inadequate quantity and poor quality food. As a solution, school lunch programs were introduced aiming to provide a balanced diet to children which

would also address food insecurity and school budget needs. According to recent research findings, student participation in school lunch programs is decreasing across the country. This study was done to explore the factors which determine student participation in school lunch programs. A grounded theory qualitative study method was used to collect data from high school students in Sarasota school district. The results of the study revealed; personal factors (convenience, time, money, preference), food characteristics (quality, appearance, variety and taste), and others influences (family and friends) are the main factors which determined student participation in the school lunch program.

### **Analysis of Small Farmers' Participation Decisions in Federal and State Programs in Kentucky: A Logit Analysis**

Buddhi Gyawali, Bijesh Mishra, Cynthia Rice, Marion Simon, and Louie Rivers Jr., Kentucky State University, Swagata "Ban" Banerjee, University of Wisconsin-Platteville

This study examines factors that influence the participation of small farmers in federal and state cost-share programs. The objective of this study is to examine the attributes of small farmers and correlate them with participation decisions and reasons for non-participation. The data were collected from a purposive survey to 100 farmers and correlation analysis, binary logit model, and factor analysis were performed to analyze the data. The preliminary results suggest that small farmers do not receive adequate information about the eligibility and benefits of cost-share programs in their community in a timely manner. A moderate correlation was found between participation decisions and size of farms, age, education, and availability of financial resources in cost-share programs in Kentucky.

### **An Economic Analysis of Entrepreneurship Opportunities in North Carolina**

Beatriz Rodriguez , North Carolina A&T State University

For many individuals "rural America" is synonymous with having lower economic growth, large poverty levels, poor infrastructure, and high concentration of the least advantaged population. Without interventional programs these deprived areas economic and social conditions would worsen. Past studies have found that one primary way of revitalizing and sustaining rural America is through the development of entrepreneurship opportunities. Thus, this study focuses on investigating and determining factors impacting the sustainability of entrepreneurs, targeting the rural areas of North Carolina. This is accomplished by employing a combination of analytical approaches examining secondary and primary data. Analysis of variance (ANOVA) was used to test for significant differences between different rates of growth, a proxy for survivability/sustainability, amongst several industrial sectors. Survivor techniques was employed as an alternative method of measuring scale economies and determining which industries exhibited the most growth potential. It was found that the health care and service industrial sectors were to most sustainable. Trade area analysis was employed to determine the magnitude and ability of a county to capture commercial activities from surrounding counties. Four of the eleven counties within the Piedmont region attracted commercial activities from the surrounding counties. Factor analysis and linear regression, applied to survey data, and was used to determine relative importance of selected demographic and socio-economic factors on entrepreneur survival and their direction of influence. The results revealed that the sustainability (survival) of entrepreneurs was positively influenced by factors correlated with business structure, location, gender, obstacles and, marital status.

### **The History of African American Farmers In the South**

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



African American farmers continue to play a significant role in United States' agriculture. Although there is a long enduring history, the African-American farmer is a rare breed in the U.S. Past research suggests that African-American farmers still remain an underdeveloped topic in the academic literature. Particularly in the South, the African American's engagement and farming practices have been surrounded by various challenges. These challenges continue to plague and affect current engagement in the U.S. agricultural system. In order to feed the world's population that is estimated to reach 9.1 billion people in 2050, it is important to preserve and maintain all farmers in the agricultural industry. Often time we overlook the historical context and past issues and never address these problems correctly. Therefore, uncovering past events can shed light on the dilemmas of this population and why these farmers remain undervalued and misunderstood, in hopes of creating a better socio-economic, agricultural environment for them in the future.

### **Teenage African American Male Perceptions of Education: A Comparative Study Based on Educational Achievement at the Secondary Level**

Tiffany Harper, Quentin Tyler, and Stacy K. Vincent, University of Kentucky

This study identifies perceptions of education by low performing and college track African American males in a rural Southern Kentucky town. Through the lens of Critical Race Theory, the researchers explore how 16 young men value a secondary and post-secondary education. Findings reveal both groups identify racial relations as a barrier to educational achievement; however college track males believed education would assist in overcoming racial divides. Additional findings highlight a difference in perception based upon the presence of a male role model, the home environment, and the felt need for survival. Based upon the findings, recommendations include model programs and collaborations to occur among societal groups within the young age; a need for male social and educational programs that foster and encourage positive youth development throughout the transition to adulthood; and the need for accessible local resources to assist and encourage young African American males to pursue a post-secondary education.

### **Extension Agents' use of Smartphones and Apps as a Means to Educate Clientele**

Tanya C. Franke-Dvorak and Joseph S. Dvorak, University of Kentucky

Today 64% of American adults own a smartphone (Smith, 2015). The land grant university system extends knowledge to clientele through Extension educational programming in non-formal group and individual settings and continues to explore methods of reaching clientele using technology. The purpose of this study was to assess the use of smartphones and apps by agriculture and natural resources (ANR) county Extension agents. Based on an in-person survey of ANR agents, 72.8% of the county agents said they utilized apps for obtaining agriculture data to provide their clientele. The four apps used most to communicate with Extension clientele were Facebook (33.6%), email (13%), Twitter (8.4%), and text message apps (8.4%). This preliminary data encourages researchers to explore research-based apps available for ANR agents to utilize for providing information to clientele using smartphones.

### **Breastfeeding in Social and Food System Contexts: A Field Study in the Mississippi Delta to Inform Population Health**

John J. Green, Sarah Gayden Harris, Joella Vaughn, Amanda Carr, Meghan McCullough, Caroline Canarios, University of Mississippi, Sannie Snell, Women and Children Health Initiatives, Inc., and Mobolaji Famuyide, University of Mississippi Medical Center.

Medical and public health practitioners recommend breastfeeding for the benefits to both mother and child, yet there are social and geographic differences in breastfeeding rates. Breastfeeding is a complex practice influenced by several factors. Much of the prevailing literature approaches it as an individual behavior primarily influenced by a mother's education and level of commitment. This study explores breastfeeding through a broader framework, investigating the social and community dimensions that influence breastfeeding among mothers living in the rural Mississippi Delta. Attention is directed toward family environment, community institutions, and local food system characteristics, analyzing data drawn from interviews and focus groups conducted with mothers. Findings from this study are being used to inform a program focused on improving maternal and child population health – Right! from the Start. The goal of this presentation is to share findings from the study and propose a research agenda for social scientists.

### **Improving Florida Extension's Underserved Population's Participation through Community-Based Social Marketing**

Anil Kumar Chaudhary, Courtney T Owens, and S. Janine Parker, University of Florida

Extension educators continue to have recruitment problems when reaching minorities and underserve populations. Research has shown, to enhance participation among these populations require special attention as it relates to Cooperative Extension (CES) programs and materials. In an effort to increase participation in these populations, community-based social marketing (CBSM) was theorized as an alternative approach to traditional CES educational programs. CBSM uses commercial marketing principles to promote behavior change. This paper proposes the use of identifying the barriers and benefits to a behavior component of CBSM to identify barriers and benefits to participation in cooperative extension's programs. In addition, this paper proposes the use of the audience segmentation component of CBSM to support CES educators in segmenting the population and providing resources and educational tools tailored towards these underserved audiences through the scope of Florida's Cooperative Extension.

### **New Market Potential with Cuba for Alabama Agricultural Products**

William Porter, Robert Zabawa and Ntam Baharanyi, Tuskegee University

The United States – Cuba Trade Embargo was enacted on February 17, 1960 as a part of American policy in the Cold War. In an attempt to battle communism and weaken Cuba's economy the Cuban trade embargo put restrictions on tourism, development and trade; and for nearly forty years this policy remained unchanged. In the year 2000 the United States introduced the Trade Sanctions Reform and Export Enhancement Act allowing for trade with Cuba only in the case of agriculture or medical products. From the year 2000 to 2012 The United States became the global leader in exports to Cuban with trade value reaching as high as \$710,000,000 per year. Competition for export contracts has since limited the ability of the United States to maintain that level and the present value of exports to Cuba is valued at \$300,000,000 per year. One third of the total United States – Cuba exports are contracted with the state of Alabama. The current thaw in U.S. – Cuban relations has dramatically reduced restrictions on trade, making the United States, and specifically Alabama, farmers far more competitive when attempting to secure Cuban export deals. This paper uses SWOT and PESTLE analyses to identify opportunities for further development of the Cuban market for Alabama farmers.

### **The Disappearance of the Black Farmer: Cultural and Economic Implications of Heirs Property in the Rural South**

Tristeen Bownes, Robert Zabawa and Ntam Baharanyi, Tuskegee University

Heirs property is land that has been passed down through generations between a family by a deceased family member that did not leave a will. Since there was no will written, it often unclear which family members are responsible for payment of taxes on the land, ways in which the land should be used for economic gain, and how family members can utilize their share of the land for their own benefit. This has caused a great deal of heirs property to be lost through forced partition and tax sales. In addition, the inability to clearly define who owns which part of the land means members are unable to use the land as collateral for mortgages, housing assistance, or other financing needs. These vulnerabilities have been a major contributing factor to the loss of the black farmer within the rural south. They have also led to the decrease of generational wealth succeeded in the black family. The purpose of this paper is to provide an insight into how the loss of heirs property has caused a major economic deficit in the black community, and the cultural implications that have followed.

### **Viability of Communities in which HBCUs are Located**

Debaleena Dutta, Ntam Baharanyi, Ashi Agbogun, Jamila Rice, Tammy Laughlin, Tuskegee University

HBCUs have a track record of “serving the underserved” and “reaching the unreached.” Until today, these campuses are proud to remain the custodians of access to and opportunity for higher education in underserved communities. Yet, between significant financial woes and questions regarding their relevancy, some wonder if these institutions of higher learning will survive the many challenges being faced due to history, current conditions and existing policies and programs. Current conditions also include the viability of communities in which HBCs are located. Geography matters. In this age of competition with majority white institutions, many African Americans with a choice don’t want to send their children to school in areas dominated by depilated housing, poor services, street crime and general economic malaise. This study attempts to classify communities in which 105 HBCUs are located and assess the future of such institutions in function of selected variables that characterize the host communities.

### **The Viability of HBCUs and their Host Communities: Case Study of 1890 Land Grant Institutions**

Jamila Rice, Tammy Laughlin, Ntam Baharanyi, Robert Zabawa and Debaleena Dutta, Tuskegee University

Until the mid-1960s, HBCUs were, with very few exceptions, the only higher education option for most African Americans. With the push for the integration of historically white institutions during the Civil Rights Movement, enrollment dropped at HBCUs, and their role of educating the near entirety of the Black middle class shifted. Amid the many challenges related to number and quality of students, fund raising status and effectiveness of leadership at these institutions, location is not an insignificant issue relative to an institution's ability to attract and retain students. Irrespective of status or type, institutions located in heavily rural areas with limited employment, cultural, social or cultural opportunities, rural institutions are at a strategic disadvantage in attracting students who come increasingly from urban and suburban populations. This study uses the case study of 1890 Land Grant Institutions and available data in terms of number of establishments in retail trade; art, entertainment, and recreation, accommodation and food service to assess the viability of HBCUs in function of that of host communities.

### **Factors Affecting Population Loss in Southern Black Belt Counties**

Rishi Khatri, Ashi Agbogun, Japhet Lazier, Ntam Baharanyi, Robert Zabawa and Nii Tackie, 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.

## **POSTER PRESENTATION ABSTRACTS**

### **How to Reach Historically Underserved Small Farmers**

Edwin Chavous and Tehran Jewell, Kentucky State University

Kentucky State University's 2501 Small Farm Program staff work with farmers to identify their needs and possible solutions. Specifically, KSU focuses its 2501 Extension program delivery and educational programs to African American farmers, Hispanic farmers, farmers from other socially disadvantaged groups, women farmers, active military and veteran farmers, beginning farmers, small farmers, limited-resource farmers, farmers with low literacy and/or limited English proficiency, and farmers who are unreached by traditional methods. The steps to reaching the hard-to-reach farm audience must include: Listening, Leadership, Training, and Caring.

### **Can Clarifying Instructions Influence Response to Numerical Open-ended Questions in Self-Administered Surveys?**

Anil Kumar Chaudhary and Glenn D. Israel, University of Florida

In self-administered surveys, respondents must navigate through the questionnaire and interpret what each question is asking rather than assisted by an interviewer in a face-to-face or telephone interview. For an individual question, sound visual design helps respondents proceed through the response process. Visual designs are well tested by various researchers for their influence on reducing the measurement error and item non-response. Research on effect of clarifying instructions on visual design in self-administered surveys is, however, limited. In order to get further understanding of the use of clarifying information in self-administered survey questions, we designed an experiment which examined the effect of clarifying instructions (with/without) on responses to two numerical open-ended questions. Data for the study was collected using two questions from the 2015 client survey of Florida Cooperative Extension Service (FCES). A web/mail mixed-mode design yielded 1,618 responses (51.4% RR2). We found consistent evidence the added instruction clarifying how to respond reduced the percentage of missing and incorrectly formatted responses by 4.6 percentage points for the number of times clients used Extension and 7.5 percentage points for the number of years. Response mode did not affect these results.

### **Effects of Stem and Response Order on Satisfaction with the Florida Master Naturalist Program**

Glenn D. Israel, University of Florida and Milton G. Newberry, III, University of Georgia

Although there are many design factors that affect rating scales responses, relatively few studies have examined response order effects. One explanation for order effects is that respondent heuristics

influence the communication process between survey designers and respondents. We think that a typical heuristic among US residents assumes that positive response categories will begin at the left for horizontal scales and at the top for vertical scales. When the question design is consistent with the heuristic, the response distribution will elicit more positive ratings than when the question design is inconsistent. We expect that the order of options in the question stem can similarly affect response distributions. This study reports on an experiment embedded in a survey of Florida Master Naturalists. In the experiment, a single item asking about overall satisfaction with the response options arranged in a column below the question stem. Experimental factors are the order of the response categories ('Very satisfied' first versus 'Very dissatisfied' first) and the order of the options in the question stem, resulting in a 2-by-2 design. The web survey yielded 1,983 responses. We found evidence that response order affected answers, with those having the 'Very dissatisfied' response option first being significantly times more likely to select the very dissatisfied response option than those having the 'Very satisfied' response option first. The order of satisfied or dissatisfied in the question stem did not affect responses.

### **A Comparison of the Conventional and Fair Trade Coffee Commodity Systems**

Kirsty Smenner, Amber Albrecht, Lance Flagg, Thalia Puente, and Keiwanna Roberson, Sam Houston State University

This poster presents research on a comparative study of conventional and fair trade coffee commodity systems to inform discussions in agrifood studies on the relationship between types of commodity chains and quality of life. Coffee is the second most traded commodity globally with well-developed conventional and fair trade market sectors. The theoretical framework employs Gereffi's buyer-driven and seller-driven value chain concepts to interpret the events of the case. The qualitative research method is based on Friedland's commodity systems analysis. We conclude that while fair trade does offer some benefits to local producers, it also has limitations to create substantial improvements in local quality of life.

### **A Plate Waste Evaluation of the Farm to School Program**

Jaclyn D. Kropp, Saul Abarca Orozco, Halil Sari, David C. Diehl, Glenn D. Israel, Sebastian Galindo Gonzalez, Lauren Headrick, and Karla P. Shelnett, University of Florida

Farm to School Programs promote healthy eating through a combination of nutrition education, local procurement, and school gardens. These programs support local economies by procuring foods served in school cafeterias from local farmers instead of conventional distribution channels. Additionally, they increase students' access to fresh fruits and vegetables. This study examines the effect of the Farm to School Program in the Alachua County School District (Florida) on the consumption of fruits and vegetables served as part of the National School Lunch Program (NSLP). District-wide implementation of the program began in October of 2015. Pre-intervention plate waste data from six schools (three schools participating in the program and three control schools) are analyzed to establish a baseline. In addition to preliminary results, the challenges associated with conducting plate waste studies are discussed to aid other researchers in the development of methods to evaluate similar programs.

### **A SWOT Analysis of Local Value-added Goat Dairy Operations in North Carolina's Piedmont Region**

Kenrett Jefferson-Moore, Salam Ibrahim, Alicia McKim, and Arneisha Smallwood, North Carolina A&T State University

This poster presentation provides a SWOT analysis facing four local value-added goat dairy operations in North Carolina's Piedmont Region. It seeks to evaluate diversification of on-farm value-added products

and services offered by small-to-medium scale dairy operations in North Carolina as a potential method to minimize losses in the dairy marketplace. The overall proposition is to evaluate local value-added dairy operations' use of success factors contributing to economic viability.

We expect to gain more insight into common approaches in economic and market decisions faced by local value-added goat dairy operations, which could serve as examples for other existing or prospective operations. It is expected that prospective goat dairy operations will have in place a clearly defined and successful marketing strategy to utilize for their respective operations.

### **Building Networks and Stressing Inclusion**

Steve Skelton, Tehran Jewell, and Marion Simon, Kentucky State University

It may seem strange, but running the Kentucky State University mobile processing unit for pastured poultry has given me opportunities to build relationships among diverse groups of farmers. First, the poultry are small. I have worked with several disabled and partially disabled farmers and veterans from across Kentucky and other southern states who can still farm because poultry is small. Some of these farmers have spoken at meetings and at AgrAbility functions. The broilers' size makes them appeal to women who are looking for farming opportunities for themselves. When I do certification trainings, women and men work and learn together. The women begin networking among themselves and improve their sense of worth and community. For limited-resource and beginning farmers, the poultry provide a relatively inexpensive farm enterprise and pastured poultry producers tend to drift and network together. But some of the strongest networks are among beginning African American producers in central Kentucky who are no longer isolated, but are working with farmers in their community, Extension Agents, their community officials, and decision-makers across the state. Together these groups of farmers have worked together and become leaders in the local food movement.

### **A Comparative Commodity Systems Analysis**

of the Conventional, Organic, and Fair Trade Banana Supply Chains

Athena Moseley, Benjamin Zimmerman, Caroline Ledford, and Jeremiah Johnson

Sam Houston State University

Contact: [Athena.Moseley@bakerhughes.com](mailto:Athena.Moseley@bakerhughes.com)

### **Abstract**

This poster presents a comparative commodity systems analysis of conventional, organic, and fair trade banana supply chains to inform discussions regarding balancing economic growth with social stability. This analysis is important because the fair trade supply chain for bananas is relatively new, the practices employed by banana plantation owners has a controversial history, and significant research regarding social stability of these three supply chains is lacking. The qualitative method of archival document analysis is used. The analytical framework utilizes Gereffi's "buyer" versus "seller" driven approach. We conclude that the conventional and organic supply chains are less socially sustainable. The fair trade model allows for social growth, and economic development within the counties of production. There is not however,

significant demand for fair trade products by consumers, limiting economic growth for production owners.

## **Rural Sociology Officers**

President: Kenneth I. Robinson, Department of Applied Economics and Statistics, Clemson University, 232 Barre Hall, Clemson, SC 29634, Phone: 864-656-1723, Email: [krbsn@clemson.edu](mailto:krbsn@clemson.edu)

President Elect: Douglas Clayton Smith, Department of Sociology, Western Kentucky University, 1906 College Heights Blvd. #11057, Bowling Green, KY 42101-1057, Phone: 270-745-3750, Email: [Douglas.Smith@wku.edu](mailto:Douglas.Smith@wku.edu)

Past President: Robert Zabawa, Anthropology and Rural Development, Tuskegee University, Tuskegee AL 36088, Phone: 334-727-8114, Email: [zabawar@mytu.tuskegee.edu](mailto:zabawar@mytu.tuskegee.edu)

Program Chair: Marion Simon, Land Grant Program, Kentucky State University, 400 East Main St., Frankfort, KY 40601, Phone: 502-316-5423, Email: [marion.simon@kysu.edu](mailto:marion.simon@kysu.edu)

Program Chair Elect: John G. Green, Director, Center for Population Studies, The University of Mississippi, Room 537 Lamar Hall, University, MS 38677-1848, Phone: 662-915-7295, Email: [jjgreen@olemiss.edu](mailto:jjgreen@olemiss.edu)

Secretary-Treasurer: James O. Bukenya, Professor of Resource Economics, Alabama A&M University, P.O. Box 1042, Normal, AL 35762, Phone: 256-372-5729, Email: [james.bukenya@aamu.edu](mailto:james.bukenya@aamu.edu)

Journal Editors: Editor in Chief (Interim), Managing Editor, and Web Master (Interim): Douglas Clayton Smith, Department of Sociology, Western Kentucky University, 1906 College Heights Blvd. #11057, Bowling Green, KY 42101-1057, Phone: 270-745-3750, Email: [jrss@wku.edu](mailto:jrss@wku.edu)