

**Southern Rural Sociological Association  
49<sup>th</sup> Annual Meeting**



*Pursuing the New Sustainable South:  
Rural Sociology in a Changing Era*

**Jacksonville, FL**

**February 4-5, 2018**

Concurrent with Southern Association of Agricultural Scientists (SAAS)



## **Program at a Glance**

### **Abbreviations**

#### Organizations

Southern Association of Agricultural Scientists: SAAS

Southern Rural Sociological Association: SRSA

### **Sunday, February 4, 2018**

7:45 am – 3:30 pm, Third Floor Skybridge: Registration

8:00 am – 9:00 am, Daytona: SRSA Executive Committee

9:15 am – 10:30 am, Daytona: Session 1 – Family, Well-being, and Sustainability

10:45 am – 11:30 am, Daytona: Session 2 – Economic Education and Practices

11:30 am – 1:00 pm, Lunch (on your own)

1:00 pm – 2:15 pm, Clearwater: Session 3 – Livestock Systems

1:00 pm – 2:15 pm, Daytona: Session 4 – Community Engagement and Social Capital

2:30 pm -3:45 pm, Daytona: Session 5 – Food Systems: Issues and Perspectives

2:30 pm – 3:30 pm, Grand Ballroom Section 6: SAAS Board Meeting

4:00 pm – 5:00 pm, Grand Ballroom Section 6: SAAS General Business Meeting

5:00 pm, Marvericks Live at Jacksonville Landing (walking distance from hotel): SAAS Social/Super Bowl Party

**Monday, February 5, 2018**

7:45 am – 3:00 pm, Third Floor Skybridge: Registration

8:15 am – 9:30 am, Clearwater: Session 6 – Issues in Social Organizations

8:15 am – 9:30 am, Daytona: Session 7 – Food Security and Nutrition

9:30 am – 10:45 am, Clearwater: Session 8 – Rural Community, Inequality and Development

9:30 am – 10:45 am, Daytona: Panel – Opportunities, Challenges, and Strategies for the  
Evaluation of Large-Scale Multidisciplinary Projects

11:30 am – 1:00 pm, Grand Ballroom Section 7: SRSA Awards Luncheon

1:15 pm – 2:30 pm, Clearwater: Session 9 – Methods and Assessment in Social Science Research

1:15 pm – 2:30 pm, Daytona: Session 10 – Environment and Natural Resources

2:45 pm – 3:45 pm, Conference Center A: Poster Session

3:45 pm – 4:45 pm, Daytona: SRSA Business Meeting (all attendees encouraged to attend)

4:45 pm – 5:30 pm, Daytona: SRSA Executive Council Meeting

6:00 pm, St. Johns Suite: SRSA Presidential Reception

## Detailed Program

### Sunday, February 4, 2018

7:45 am – 3:00 pm, Third Floor Skybridge: Registration

8:00 am – 9:00 am, Daytona: SRSA Executive Committee

9:15 am – 10:30 am, Daytona: Session 1 – Family, Well-being, and Sustainability

Moderator: John J. Green (University of Mississippi)

Factors Influencing Breastfeeding for Mothers in the Mississippi Delta Region  
Caroline Canarios (University of Mississippi), David Allen (University of Mississippi),  
John J. Green (University of Mississippi), Sannie Snell (Women and Children's Health  
Initiatives), and Mobolaji Famuyide (University of Mississippi)

An Evaluation of a Youth Camp Program's Impact on Parents' Perceptions of  
Sustainability and Family Engagement  
Emily Cabrera, Jessica A. Holt, Nick Fuhrman, and Eric Rubenstein (University of  
Georgia)

The Effects of Extended Families and Kin on the Nutrition of Children Five and Under in  
Rwanda  
Aramide Kazeem (University of West Georgia) and John M. Musalia (Western Kentucky  
University)

10:45 am – 11:30 am, Daytona: Session 2 – Economic, Education and Practices

Moderator: Douglas H. Constance (Sam Houston State University)

Need for Personal Finance Management Education in Rural Communities: Role of  
Cooperative Extension  
Lila B. Karki, Janet Sullen, Ntam Baharanyi, Uma Karki, David Nii O. Tackie, and  
Raymon Shange (Tuskegee University)

Factors Influencing Financial Decisions and Spending Behavior: A Case of School  
Teachers in the Black Belt Alabama  
Lila B. Karki, Janet Sullen, Ntam Baharanyi, Uma Karki, David Nii O. Tackie, and  
Raymon Shange (Tuskegee University)

Economic and Marketing Practices of Selected Georgia Small Livestock Producers

David N.O. Tackie, Akua Adu-Gyamfi, Jannette R. Bartlett, Sheila De-heer, and Nicole Nunoo (Tuskegee University)

11:30 am – 1:00 pm: Lunch (on your own)

1:00 pm – 2:15 pm, Clearwater: Session 3 – Livestock Systems

Moderator: DYLGIQZDFNLH (Tuskegee University)

The Impact of Meat Attributes on the Willingness of Georgia Consumers to Pay for Locally or Regionally Produced Livestock Products

Sheila M. De-heer, David N.O. Tackie, Jannette R. Bartlett, Youssouf Diabate, and Akua Adu-Gyamfi (Tuskegee University)

Sustaining the Goat Industry in Tennessee: Can the Internet Extend the Marketing Function for Producers?

Enefiok Ekanem, Mary Mafuyai, and Mikhail Miller (Tennessee State University)

Production and Processing Characteristics and Practices of Selected Georgia Small Livestock Producers

David N.O. Tackie, Dana Reid, Jannette R. Bartlett, Akua Adu-Gyamfi, and Bridget J. Perry (Tuskegee University)

1:00 pm – 2:15 pm, Daytona: Session 4 – Community Engagement and Social Capital

Moderator: Douglas H. Constance (Sam Houston State University)

The Role of Social Capital in Achieving Successful Development and Longevity of Community Gardens in Florida

Karissa Raymond, Paul Monaghan, John Diaz, and Alison Adams (University of Florida)

Breakfast at McDonald's: Building Social Capital in Small Towns

John L. Verburg (Talladega College)

New Generation of Rural Leaders? Community Engagement of Young Adults with a University Education Living in Rural Areas in Poland

Ilona Matysiak (Maria Grzegorzewska University)

2:30 pm -3:45 pm, Daytona: Session 5 – Food Systems: Issues and Perspectives

Moderator: Jin Young Choi (Sam Houston State University)

Determining the 10 Most-Pressing Issues Facing Local Food Systems in the Southern Region

Quisto Settle (Oklahoma State University), Carley C. Morrison (Mississippi State University), Liz Felter (University of Florida), and Jennifer Taylor (Florida A&M University)

Marketing Strategies Based on Shared Values: Farmers' Experiences with and Perspectives on Value Based Supply Chains Preliminary Farmer Survey Results  
Keiko Tanaka (University of Kentucky), Hikaru Peterson (University of Minnesota), Marcia Ostrom (Washington State University), Gail Feenstra (University of California-Davis), and Christy Anderson Brekken (Oregon State University)

Exploring the Relationships between Local Agrifood System Resilience and Multiple Measures of Development in the Southern United States  
John J. Green (University of Mississippi), Jim Worstell (Delta Land and Community, Inc), Caroline Canarios (University of Mississippi), Rachel Haggard (University of Mississippi), Katrina Alford (University of Mississippi), and Sydney Bush (University of Mississippi)

Marshallese Islanders and Poultry Processing  
Jin Young Choi (Sam Houston State University), Douglas H. Constance (Sam Houston State University), and Jee Young Choi (University of Texas-Houston)

2:30 pm – 3:30 pm, Grand Ballroom Section 6: SAAS Board Meeting

4:00 pm – 5:00 pm, Grand Ballroom Section 6: SAAS General Business Meeting

5:00 pm, Marvericks Live at Jacksonville Landing: SAAS Social/Super Bowl Party  
Social – Doors open at 5 pm  
BBQ by Mojo at 6 pm  
Kickoff at 6:30 pm

### **Monday, February 5, 2018**

7:45 am – 3:00 pm, Third Floor Skybridge: Registration

8:15 am – 9:30 am, Clearwater: Session 6 – Issues in Social Organizations

Moderator: Anthony Winson (University of Guelph)

A Business Model for Small Scale Catfish Farming  
Victoria Odesanmi, Siddhartha Dasgupta, and Richard C. Bryant (Kentucky State University)

Performance Contracting and Public Sector Reforms: An Evaluation of Some Experiences from Ghana  
Patrick Tandoh-Offin (Ghana Institute of Management and Public Administration)

Re-conceptualizing Agricultural Cooperative Membership From Within a Design Thinking Perspective: An approach to off-set institutionalization  
Thomas W. Gray (USDA, Program on Cooperatives, & Co-op Center, University of Saskatchewan)

Tires Are Good For The Soles: Process Documentation of Upcycling Tires For A Mobile Livelihood Project in Fond Bayard, Haiti  
Rosanna Kingston (University of Florida)

8:15 am – 9:30 am, Daytona: Session 7 – Food Security and Nutrition

Moderator: James O. Bukenya (Alabama A&M University)

Understanding the Realities of the Urban Poor and their Food Security Situation: A Case Study of the City of Huntsville, Alabama  
James O. Bukenya and Kelvin Lule (Alabama A&M University)

Food Security and the Small Farmer's Place in Food Security  
Cynthia Rice (Kentucky State University)

Determinants of Eating Habits and Food Purchase Behavior of Food Desert Residents of Eastern Greensboro, North Carolina  
Terrence Thomas (North Carolina A&T State University), Befikadu Legesse (North Carolina A&T State University), Saheed Sanusi (North Carolina A&T State University), and Cihat Gunden (Ege University)

Challenges of Low-Income Rural Mothers Sustaining Family Wellbeing  
Patricia Hyjer Dyk and Emily Rodes (University of Kentucky)

9:30 am – 10:45 am, Clearwater: Session 8 – Rural Community, Inequality and Development

Moderator: Douglas H. Constance (Sam Houston State University)

Motivation of Regrowth  
Laura Rogers (Kentucky State University)



1890s Role of Building Resiliency of Small and Limited Resource Farmers  
S. Janine Parker (North Carolina A&T State University) and Courtney T. Owens  
(Kentucky State University)

Development and Inequality in Developing Countries: An Overview of Policies, Trends  
and Impacts in Ghana  
Patrick Tandoh-Offin (Ghana Institute of Management and Public Administration)

Feminization of Poverty, Rural, and Agricultural Underdevelopment in Nigeria:  
Implications for Sustainable Development in the Niger Delta Region  
Chioma Joseph-Obi (University of Portharcourt)

9:30 am – 10:45 am, Daytona: Panel – Opportunities, Challenges, and Strategies for the  
Evaluation of Large-Scale Multidisciplinary Projects

Moderator: Sebastian Galindo-Gonzalez

David Diehl, Sebastian Galindo-Gonzalez, Glenn Israel, and July Nelson (University of  
Florida)

11:30 am – 1:00 pm, Grand Ballroom Section 7: SRSA Awards Luncheon and Presidential  
Address

Moderator: John Green (University of Mississippi), President Elect

Awards Presentation

Presidential Address: Marion Simon (Kentucky State University)  
Sustainable Agriculture in the South: Rural Sociologists are a Critical Key

1:15 pm – 2:30 pm, Clearwater: Session 9 – Methods and Assessment in Social Science Research

Moderator: Brooklynn J. Wynveen (Sam Houston State University)

Effects of Follow-Up Contacts on Sample Characteristics and Substantive Research  
Findings  
Fern K. Willits (Penn State University) and Gene L. Theodori (Sam Houston State  
University)

Living Kidney Donors' Experiences: Preliminary Research Findings  
Brooklynn J. Wynveen and Megan D. Bennett (Sam Houston State University)

Southeastern Coastal Center for Agricultural Health and Safety Stakeholder Needs Assessment

Rachel Claire Mitchell, Glenn D. Israel, Sebastian Galindo-Gonzalez, David C. Diehl, Lisa K. Lundy, and Martie Gillen (University of Florida)

Fostering Resiliency Among Vulnerable Groups in Luwero, Uganda

July D. Nelson, Sebastian Galindo-Gonzalez, and Sarah L. McKune (University of Florida)

1:15 pm – 2:30 pm, Daytona: Session 10 – Environment and Natural Resources

Moderator: Buddhi Gyawali (Kentucky State University)

Community Perceptions on Surface Mining, Reclamation Impacts and Trust on Public Entities in the Eastern Kentucky

Buddhi Gyawali (Kentucky State University), Marion Simon (Kentucky State University), and Neelam Poudyal (University of Tennessee-Knoxville)

Exploring Rural and Urban Residents Perceptions on Agriculture Water Use

Jyothi Swaroop Bommidi, Alexa J. Lamm, and James C. Bunch (University of Florida)

The Prevalence and Visibility of Seafood Eco-labels in Canadian Supermarkets: A Case Study from Central Canada

Anthony Winson (University of Guelph) and Jin Young Choi (Sam Houston State University)

Factors of Demand and Supply for Improved Watershed Services in a Payments-for-Ecosystem Services Scheme in the Blue Nile Basin

Befikadu A. Legesse and Terrence W. Thomas (North Carolina Agricultural & Technical State University)

2:45 pm – 3:45 pm, Conference Center A: Poster Session

Cumulative Disadvantage and Modifiable Characteristics: The Role of History, Geography, and Community Capitals in the Multi-State Delta Region

Katrina Alford and John J. Green (University of Mississippi)

Farm to Fork: Bringing the Honors College to the Farm

Chelsea Arnold, Crystal Hernandez, Jennifer Lopez, and Robert Williams (Texas A&M University-Commerce)

Starting Freshmen with a Signature Course about Food

Chelsea Arnold, Carolyn Edler, Crystal Hernandez, Kymbriel Lockhart, and Robert Williams (Texas A&M University-Commerce)

Understanding the SNAP Gap: Assessing County Level Patterns in Poverty and Nutrition Assistance in the Southern U.S.

Rachel Haggard and John Green (University of Mississippi)

Farmers and Food Security Perceptions

Cynthia Rice and Buddhi Gyawali (Kentucky State University)

Mind over Ripple? Utility of Two Mapping Techniques to Evaluate Community Impact

Patricia Hyjer Dyk (University of Kentucky)

In a SNAP: Nutrition Education in Food Desert Communities

Eliza Green (University of Kentucky), Kendall M. Wright (University of Kentucky), Stacy K. Vincent (University of Kentucky), Jacqueline Corum (University of Kentucky), and Rebecca Self (FoodChain)

A Diversity of Farmers have Built Networks Because of Pastured Poultry Enterprises

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

Developing Networks for Diversity

Edwin Chavous, Tehran Jewell, Austin Wright, Marion Simon, and Louie Rivers Jr. (Kentucky State University)

Kentucky's Local Food Systems – African American Beginning Farmers Are Taking a Lead Role

Tehran Jewell, Marion Simon, Steve Skelton, Austin Wright, and Louie Rivers Jr (Kentucky State University)

3:45 pm – 4:45 pm, Daytona: SRSA Business Meeting (all members encouraged to attend)

4:45 pm – 5:30 pm, Daytona: SRSA Executive Council Meeting

6:00 pm, St. Johns Suite: SRSA Presidential Reception

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

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

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Program Chair Elect: David Nii O. Tackie, Agricultural and Resource Economics, Tuskegee University, 104 Morrison Mayberry Hall, Tuskegee, AL 36088, Phone: 334-727-8813, Email: ntackie@mytu.tuskegee.edu

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## Abstracts

### Presentations and Panel

#### **Cumulative Disadvantage and Modifiable Characteristics: The Role of History, Geography, and Community Capitals in the Multi-State Delta Region**

Katrina Alford and John J. Green (University of Mississippi)

Cumulative Disadvantage and Modifiable Characteristics: The Role of History, Geography, and Community Capitals in the Multi-State Delta Region: When examining inequalities within sociology, it is important to consider how space impacts inequalities. Uneven development perpetuates the segregation of space, highlighting disparities in power and inequalities that are rooted in spatial design and relations. And while characteristics like geographic location are not easily changeable within communities, there are locally-modifiable characteristics of space, such as human and social capital. This study uses a spatially-oriented approach to sociology to evaluate household income and poverty when accounting for historical and locally-modifiable characteristics. By analyzing publicly available secondary data using OLS linear regression, we have identified patterns regarding income and poverty as it relates to cumulative spatial disadvantage and locally-modifiable community capitals at the county level in the multi-state Delta region. By identifying locally-modifiable characteristics and their relationships to disadvantages, we hope to equip leaders with the knowledge and tools necessary to inform efforts to achieve better quality of life in their communities.

#### **Farm to Fork: Bringing the Honors College to the Farm**

Chelsea Arnold, Crystal Hernandez, Jennifer Lopez, and Robert Williams (Texas A&M University-Commerce)

University has an Honors College that admits 50 freshmen each fall. Students in the Honors College come from a variety of economic, social, and geographic backgrounds, studying majors and minors of assorted disciplines. These students are expected to take a series of classes designated as honors credit that extend learning above and beyond the typical university courses. A new honors credit course introducing food systems with a “Farm to Fork” focus was implemented in the spring of 2017. The course utilized class lectures, online discussions, and farm-based experiential learning to introduce students to key issues regarding farming and food production, food safety, and the merits and limitations of local and community food systems. A key learning objective emphasized that students would appreciate the manual labor and modern technology associated with food production. This objective guided the farm-based learning for the 23 students enrolled in the course.

### **Starting Freshmen with a Signature Course about Food**

Chelsea Arnold, Carolyn Edler, Crystal Hernandez, Kymbriel Lockhart, and Robert Williams  
(Texas A&M University-Commerce)

University core curriculum committee added a signature course to its requirements to help strengthen freshmen retention, institutional identity, and communication skills. Signature courses are supposed to be multidisciplinary and focus on a theme that would appeal to all majors. Twelve signature courses were developed to be offered to freshmen only during the 2017-2018 academic year. Three of these courses have food-related theme but are offered by faculty from different departments. Food: Choices, Challenges, and Consequences was offered in the Fall 2017 semester with a beginning enrollment of 96 students. The course includes a variety of lecture topics, guest speakers, class projects, service learning, and Food Talk Fridays which are breakout discussion sessions led by teaching assistants. This presentation will focus on the introductory perspectives of the students, an overview of topics presented, university and community engagement, final projects, and reflections from the teaching assistants on Food Talk Fridays.

### **Exploring Rural and Urban Residents Perceptions on Agriculture Water Use**

Jyothi Swaroop Bommidi, Alexa J. Lamm, and James C. Bunch (University of Florida)

Exploring Rural and Urban Residents Perceptions on Agriculture Water Use: Public engagement is an important factor in attaining the goals of any natural resource management program. The U.S. population is trending toward urban areas and away from rural areas. Research found rural and urban residents differ in their feelings about the environment, especially residential and agricultural water use that leads to disparities in agricultural policy formation. This research used audience segmentation to understand differences in agriculture water use perceptions based on whether a resident was from an urban or rural area. Differences were observed between the two groups in their trust in farmers' use of water and the relationship farmers have with the natural environment. Extension professionals should design distinct initiatives for both audiences to educate them on agricultural water use and its impact on the environment. Qualitative follow up studies could provide rich data describing agricultural water use perceptions.

### **Understanding the Realities of the Urban Poor and their Food Security Situation: A Case Study of the City of Huntsville, Alabama**

James O. Bukenya and Kelvin Lule (Alabama A&M University)

Understanding the Realities of the Urban Poor and their Food Security Situation: A Case Study of the City of Huntsville, Alabama: The paper adds to existing studies that have addressed food insecurity and hunger in urban areas. Most of these studies however, have focused on major urban areas and little is known about the realities of the urban poor in relatively small and/or emerging urban areas in the southern United States. The methodology included focus group discussions and in-depth telephone interviews with households in 14 low-income neighborhoods located in a cluster of census tracts defined as food deserts in the city of Huntsville, Alabama. The neighborhoods were selected because they are typical, in many ways, of inner city

communities in the southern United States. Their populations include a large proportion of minorities, female headed households, with incomes below the poverty line, high unemployment rates, high crimes, among other disparities. The findings concur with conclusions in previous studies which have noted that poverty and food insecurity are highly interwoven issues that reinforce each other. Poverty is a driving force for household food insecurity, and food insecurity, in turn, impoverishes a household.

### **An Evaluation of a Youth Camp Program's Impact on Parents' Perceptions of Sustainability and Family Engagement**

Emily Cabrera, Jessica A. Holt, Nick Fuhrman, and Eric Rubenstein (University of Georgia)

Research shows summer camp programs that incorporate community gardens are an excellent way of educating adolescents on better health, nutrition, environmental issues, agriculture, and the importance of local food systems; yet, it is the parents of those adolescents that are making most of the nutritional, extracurricular, and household management decisions for the family. The level of engagement of adults with their children on issues related to nutrition, agriculture, the environment, sustainability, and local food was studied following a two-week gardening summer camp program. A sustainable living curriculum was designed and delivered to camp participants in the form of a scrapbook that would be shared with their parents at the end of the program. The scrapbooks were used as a tool by which a curriculum could be shared between youth and adults. A qualitative approach was utilized in evaluating the values adults have regarding family engagement in learning about sustainability.

### **Factors Influencing Breastfeeding for Mothers in the Mississippi Delta Region**

Caroline Canarios (University of Mississippi), David Allen (University of Mississippi), John J. Green (University of Mississippi), Sannie Snell (Women and Children's Health Initiatives), and Mobolaji Famuyide (University of Mississippi)

There is a wealth of literature on the factors influencing breastfeeding initiation and duration, but limited attention has been given to these factors in rural U.S. populations. Understanding these factors in rural contexts is especially important concerning low birth weight infants, as breastfeeding is effective at reducing re-hospitalization and negative health outcomes. This paper begins by analyzing the low birth weight rates in rural and urban counties and explains the differences between these rates using existing literature. In-depth interviews with 33 mothers at two community health centers in Mississippi elaborate on secondary data by revealing the factors influencing breastfeeding initiation and duration. Preliminary findings reveal the stressors and benefits to breastfeeding during pregnancy and after birth, notably breastfeeding education, access to community resources, and family support. Secondary data and findings from interviews were implemented into programming for the Right! From the Start breastfeeding support project, which provides lactation and social work support for mothers of low birth weight babies in eight counties in the rural Mississippi Delta region.

### **Developing Networks for Diversity**

Edwin Chavous, Tehran Jewell, Austin Wright, Marion Simon, and Louie Rivers Jr. (Kentucky State University)

Kentucky State University (KSU) has used several venues to develop networks, diversity, and acceptance among Kentucky's diverse small farmers. In doing so, the cultural, ethnic, resource, location, and gender diversities of program participants are addressed.

Venues include: KSU's intensive educational Small Farm Program and 2501 Program, its Small, Limited-Resource, Minority Farmers Conference (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, as well as, having a diversity of women, veterans, small, limited-resource, refugee, and disabled farmers), "The Third Thursday Thing" monthly workshops, educational farmer bus tours to various events, meetings in churches, meetings at refugee centers, meetings at state parks, field days, and meetings at remote locations. Not only have these venues built networks and inclusion across the state, diverse populations living in Kentucky have learned to interact with each other, accept each other's differences, build on each other's commonalities and common goals, and build community.

### **Marshallese Islanders and Poultry Processing**

Jin Young Choi (Sam Houston State University), Douglas H. Constance (Sam Houston State University), and Jee Young Choi (University of Texas-Houston)

The research note describes the work and health conditions of Marshallese poultry-plant workers in Northwest Arkansas. The poultry industry is a preferred model of agrifood development largely due to its flexible work arrangements in production and processing. Poultry processing is very dangerous work with human rights and ethical controversies. Processing work has historically been carried out by marginalized workers such as women, minorities, and immigrants. The Marshallese are the latest wave of immigrants sourced as processing workers. Although their special visa status makes them attractive workers, their specific cultural and health aspects create special challenges for the Marshallese, the poultry industry, and receiving communities. Surveys were conducted with a site-based, convenience sample of current and former Marshallese poultry-plant workers. The results of the study show that the Marshallese experience significant safety and health risks as poultry processing-plant workers due to the hazardous work environment, as well as their language barrier. The study also suggests that further research is needed to better understand the specific dynamics of their situation to improve their quality of life and inform the literature.

### **The Impact of Meat Attributes on the Willingness of Georgia Consumers to Pay for Locally or Regionally Produced Livestock Products**

Sheila M. De-heer, David N.O. Tackie, Jannette R. Bartlett, Youssouf Diabate, and Akua Adu-Gyamfi (Tuskegee University)

The study examined the impact of meat attributes on the willingness of Georgia consumers to pay for locally or regionally produced livestock products. Data were obtained from a convenience sample of participants from selected Georgia counties, and analyzed using



descriptive statistics and binary logistic regression analysis. The descriptive statistics showed that, except for the “no difference in safety” and “hygiene” attributes, at least 69% of the respondents strongly agreed or agreed with statements on other meat attributes, namely, “safe to consume”; “availability”; “cost”; “quality”, and “desirability.” The binary logistic regression showed that “safe to consume”; “no difference in safety”, and “availability” had statistically significant effects on willingness to pay more for beef or goat meat certified as locally or regionally produced. This suggests that meat attributes, especially, the three significant ones, play a key role in the willingness to pay more for beef or goat meat certified as locally or regionally produced. Further studies are suggested to validate the findings of the study.

### **Opportunities, Challenges, and Strategies for the Evaluation of Large-Scale Multidisciplinary Projects**

David Diehl, Sebastian Galindo-Gonzalez, Glenn Israel, and July Nelson (University of Florida)

Designing and implementing sound and responsive monitoring and evaluation plans for agricultural, natural resource, and rural development interventions can be a challenging task. This is particularly true for large-scale multidisciplinary projects. In response to the complexity of the main challenges currently faced by societies (e.g. climate change, food security, childhood obesity, etc.), funding agencies and donors have gradually shifted the focus of their requests for proposals from a very narrow and discipline-specific orientation towards a broader, issue-based, and multidisciplinary orientation. As result, current funded projects have more diverse collaborators and combine a variety of approaches (e.g. research – in all its flavors, human and institutional capacity development, technical training, communication, etc.). The monitoring and evaluation approaches also have to evolve to keep up with these changes and remain relevant. The relationship between the evaluator(s) and the rest of the project’s team is now more dynamic and opens the door to developing more creative evaluations to capitalize in the opportunities and to tackle the challenges that are intrinsic to these new structures. This panel will discuss some of these issues and share some of the lessons that we have learned through our practice.

### **Mind over Ripple? Utility of Two Mapping Techniques to Evaluate Community Impact**

Patricia Hyjer Dyk (University of Kentucky)

Much attention has recently focused on Ripple Mapping (RM) as an easy-to-use and cost-efficient method of evaluating participatory community-based programs. The author has employed such method in effectively visually diagramming the impacts of the Turning the Tide on Poverty project. RM is a specialized form of mind mapping. The RM data for one of the Tide communities will be reorganized into a Mind Map format utilizing mind mapping software designed to identify and organize key constructs. The two visuals will be shared with a focus group of community development professionals at the researcher’s institution to gain insights on how the comparative data is or is not useful in understanding community development outcomes. Key insights will be reported. However, focus of the poster will be the juxtaposition of the two maps to stimulate discussion among community development researchers and practitioners regarding the utility of both methodologies.

## **Challenges of Low-Income Rural Mothers Sustaining Family Wellbeing**

Patricia Hyjer Dyk and Emily Rodes (University of Kentucky)

Rural environments affect the health and wellbeing of rural residents by limiting access to vital resources, such as healthy food, adequate healthcare services, and centers of physical activity, (i.e. walking trails and wellness centers). This limited access becomes even more problematic when rural residents are low-income since they are more likely to be isolated from these resources than their urban counterparts. Therefore, they are more susceptible to physical and mental health risk factors caused by a lack of healthy food, healthcare, and physical activity. This qualitative study, part of the Rural Families Speak about Health project, contributes to existing literature on sustainable wellbeing by looking at a sub-sample of rural, low-income mothers in Eastern Kentucky. Emergent themes include: self-efficacy and availability of wellbeing programming. Findings will be useful for understanding the importance of concerted efforts of inclusion of the rural population in sustainability efforts.

## **Sustaining the Goat Industry in Tennessee: Can the Internet Extend the Marketing Function for Producers?**

Enefiok Ekanem, Mary Mafuyai, and Mikhail Miller (Tennessee State University)

Online marketers generally benefit from access to larger markets, reduced transaction costs, access to information and communication with consumers. This paper assesses the potential for using the Internet to sell goats in Tennessee, and provides economic implications of online marketing for goat meat. Using a 19-item questionnaire, data were collected from 60 randomly selected goat farmers in one auction market. Information gathered included goat meat sales, advertising and promotion, Internet usage as well as demographic. Twenty-five percent of the farmers used the Internet once or more times daily to conduct business. About 30% used the Internet once or more times a week while 16.7% used the Internet once or more times a month. Only 11.7% of the participants indicated that they sold goat meat online. Findings from this study will provide some economic implications for marketing goats and goat meat online.

## **Re-conceptualizing Agricultural Cooperative Membership From Within a Design Thinking Perspective: An approach to off-set institutionalization**

Thomas W. Gray (USDA, Program on Cooperatives, & Co-op Cente, University of Saskatchewan)

An approach to off-set institutionalization: Over the last several decades various socio-political-economic pressures, e.g. globalizations, specialization, industrialization, have led to the development of highly complex organizational structures in agricultural cooperatives. Due to this complexity, member democracy, e.g. participation, policy-making, over-sight, can become muted or lost in bureaucracy (Fairbarin, Gray). In a tension between managerial imperatives, economic performance versus member voice and democracy, democracy can be lost in favor of economic performance imperatives. This paper draws upon a “design thinking” perspective in a search for conceptualizations that might re-enliven democratic provisions of agricultural

cooperatives and counter (or re-tip) an economy/democracy tension back toward democracy and away from institutionalization.

### **In a SNAP: Nutrition Education in Food Desert Communities**

Eliza Green (University of Kentucky), Kendall M. Wright (University of Kentucky), Stacy K. Vincent (University of Kentucky), Jacqueline Corum (University of Kentucky), and Rebecca Self (FoodChain)

In 2016, 16.5% of American households were located in a food desert (USDA, 2017). To address this problem, the University of Kentucky's Agricultural Education program, a local farm, and a local nonprofit joined forces to provide fresh, local, and affordable food to a Lexington, Kentucky food desert. Five dollar grab-bags filled with donated produce from Elmwood Stock Farm were assembled by an undergraduate student who volunteered with FoodChain, the nonprofit. The student also produced educational materials and programming, which were shared as grab-bags were sold at a local Farmer's Market. The student's stipend, marketing, and promotional materials were funded through a \$3,500 university undergraduate service grant. Through this program, 126 grab-bags were sold with a total of 1,008 pounds of produce being distributed in the food desert. In addition, educational programming was presented for the entire 16 weeks the program ran. This program will be continued next year.

### **Exploring the Relationships between Local Agrifood System Resilience and Multiple Measures of Development in the Southern United States**

John J. Green (University of Mississippi), Jim Worstell (Delta Land and Community, Inc), Caroline Canarios (University of Mississippi), Rachel Haggard (University of Mississippi), Katrina Alford (University of Mississippi), and Sydney Bush (University of Mississippi)

The concept of resilience has become increasingly popular in research and policy circles, with numerous definitions and frameworks created to address a wide range of issues. Although some approaches to resilience incorporate resources from multiple levels of analysis and diverse social goals as part of their formulations, others have worked to construct domain specific measures focused on the local level to provide opportunities to explore the relationships between resilience and issues such as inequality, poverty, health, and efforts to improve wellbeing. This approach is important for informing community practice, programmatic interventions, and policy options. Using the Sustainability/Resilience Index (SRI) for measuring county-level agrifood system resilience in the Southern United States, this presentation will explore the statistical associations between these indicators and other markers of food systems, broader socioeconomic development, and health. Of particular interest are the patterns of association between the SRI, traditional food desert measures, social capital, poverty, and health. Findings will help scholars, practitioners, and policy analysts to have a more nuanced understanding of the ways in which development of local agrifood systems may intersect with broader development goals. This study will also provide avenues for integrating conversations around ecological resilience, sustainability, and human development.

## **Community Perceptions on Surface Mining, Reclamation Impacts and Trust on Public Entities in the Eastern Kentucky**

Buddhi Gyawali (Kentucky State University), Marion Simon (Kentucky State University), and Neelam Poudyal (University of Tennessee-Knoxville)

Surface coal-mining using mountaintop removal has been the single largest job creation effort in Kentucky's Appalachian Region for last three decades. Human dimensions of natural resources studies have recently focused on identifying anthropogenic footprints to examine the level of vulnerability in the areas where predominantly extractive industries are present. Using the resource-dependent theory, this study analyzes the data collected from 380 household surveys on impacts of coalmine and reclamation efforts, and explored how rural communities perceive the impacts of surface mining on local economy, their level of support and trusts for surface mining industries and government, and variations in sense of place attachment and environmental change. The results suggest majority believe reclamation efforts have been successful and environmental conditions have stayed the same over the years, and disagree that surface mining has negatively affected their surroundings although few have differing concerns, especially who are younger and educated.

## **Understanding the SNAP Gap: Assessing County Level Patterns in Poverty and Nutrition Assistance in the Southern U.S.**

Rachel Haggard and John Green (University of Mississippi)

This research assesses the association between vulnerable demographic groups, poverty, SNAP participation, and the SNAP gap (difference between those eligible and those participating in SNAP by county and observes how this varies by state and metropolitan status. This analysis uses the ACS 2015 five-year estimates and runs multiple linear regression analysis to further understand how and why need and performance for those eligible for SNAP benefits and those actually participating in SNAP vary at the aggregate level. This research paper employs a theoretical framework that draws on Labao et al.'s Sociology of Spatial Inequality as well as delves into the literature on poverty and SNAP participation by various demographic groups. By providing an in-depth analysis of the how the SNAP gap varies by demographic groups and space, we hope that knowledge of this gap between SNAP usage, highly vulnerable demographic groups, and poverty by metropolitan status can aid policymakers and stakeholders to more effectively target resources to counties with the highest gaps and make future projections for funding and resource allocation.

## **Kentucky's Local Food Systems – African American Beginning Farmers Are Taking a Lead Role**

Tehran Jewell, Marion Simon, Steve Skelton, Austin Wright, and Louie Rivers Jr (Kentucky State University)

Kentucky State University's Area Small Farm Agents helped a group of African American beginning farmers in south-central Kentucky by teaching them about local food systems and low cost farming opportunities. He helped them to develop the Farmers2City Connection

cooperative and continues to mentor them with their farming operations, food safety activities, and local food systems. They produce healthy foods which they sell locally and in the food deserts of Louisville, KY and Nashville, TN. In addition to improving their incomes, they want to improve the health of these populations by providing them with healthy local foods. Likewise, an African American 4-H club in Russellville, KY began learning about local foods by growing a garden with the intent of providing fresh foods to their families and immediate community.

### **Feminization of Poverty, Rural, and Agricultural Underdevelopment in Nigeria: Implications for Sustainable Development in the Niger Delta Region**

Chioma Joseph-Obi (University of Portharcourt)

Implications for Sustainable Development in The Niger Delta Region: There has always been a growing concern for rural development in Nigeria since independence, indeed this concern intensified in the late 70s. The problem has been that since after independence successive governments, have always had lofty programs to develop the rural areas and by implication raise agricultural production and the living standards of rural women. Experience has shown that all attempts by the governments to implement their programs have resulted to more impoverishment of the rural women. Consequently, rural communities in the Niger Delta area have been deserted and the agricultural sector is denuded of manpower as able-bodied men and women migrate to the cities in droves in search for better living standards. The question is why is the problem of Nigeria's rural under development so endemic? Several governments in Nigeria have enunciated various development programs as part of effort to increase rural agricultural production, income and productivity, which would in turn enhance the ability of the rural people to contribute to national development. It specifically implies that however conceive and implemented rural and agricultural development in the country has been a crunching failure. This underdevelopment process has continued to bring about deleterious consequences, such as acute poverty, diseases, illiteracy, and near absence of basic social amenities (Eteng, 2014). Given the foregoing this paper will pose the following questions. What are the conditions that accounted for periodic shifts in chosen policies and strategies? What are women empowerment strategies in the area? What are the prospects for empowering women for better quality of life? What are those conceptual, policy and institutional challenges that affects the adoption and practice of alternative sustainable rural community and agricultural development option for women? Finally, this paper will be viewed through the lens of Marxist feminist theory.

### **Factors Influencing Financial Decisions and Spending Behavior: A Case of School Teachers in the Black Belt Alabama**

Lila B. Karki, Janet Sullen, Ntam Baharanyi, Uma Karki, David Nii O. Tackie, and Raymon Shange (Tuskegee University)

Historically black schools, colleges, and universities play an indispensable role as they shape not only students, but also entire communities, helping to create wealth for the middle and lower classes. This study was conducted with 24 teachers at an elementary school of which 92% of the participants were female. One-fourth of the respondents were in the spending-oriented category

rather than thrifty category. Moreover, 54% paid their credit card bill late, and only 4% paid the full amount of their monthly bill. Sixty-seven percent said they often bought things they could not afford. Almost 75% often bought things to make themselves feel better. Of the factors considered while making financial decisions, 38% mentioned parents were the most influential followed by their peer group (25%), siblings (8%), and family and children, 4% each. A majority (63%) mentioned a mixture of pedagogical methods while teaching financial education. Furthermore, 92% illustrated that Skegee Money \$mart helps improve financial decision-making capabilities.

### **Need for Personal Finance Management Education in Rural Communities: Role of Cooperative Extension**

Lila B. Karki, Janet Sullen, Ntam Baharanyi, Uma Karki, David Nii O. Tackie, and Raymon Shange (Tuskegee University)

Financial literacy and education is becoming increasingly important to all kinds of stakeholders in the community. Available data reveal that African American students are the least financially literate and have lower financial literacy scores. This study was conducted to educate elementary school teachers about financial literacy. A pre-structured mini-survey was introduced to collect the data. SPSS was used to carry out the descriptive analysis. Of the 24 participants, 92% were female. The results revealed that 87.5% of the respondents did not have financial education during high school and 70.8% didn't receive financial education in college. Furthermore, 79% of the respondents participated to enhance finance management knowledge, and 75% were interested in Skegee Money \$mart (SMS) program implemented by cooperative extension. Of the SMS package, five major topics of interest were budgeting (79%), financial planning (71%), investing (67%), money management (54%), and pay yourself first (50%). The 'Train-the-Trainer' approach bridges students' financial literacy knowledge gap by strengthening their financial decision-making capabilities.

### **The Effects of Extended Families and Kin on the Nutrition of Children Five and Under in Rwanda**

Aramide Kazeem (University of West Georgia) and John M. Musalia (Western Kentucky University)

Using the 2000 Rwanda Demographic and Health Survey (2000 RDHS), this research examines whether the within the categories of household wealth (poor and non-poor), does the interaction of exposure to the 1994 Rwanda genocide with being a paternal orphan by child's relationship to the household head increase early childhood malnutrition, as measured by height-for-age z-score, stunting. The predicted probabilities from the three-level multi-level logistic regression show that, among paternal orphans in non-poor households, regardless of being born during disruption or not, biological children of the household heads are least likely to be stunted. Also among paternal orphans in non-poor households, regardless of being born during disruption or not, those who are relatives of their household heads face the greatest probabilities of stunting. These results show that, in terms of long-term nutritional measure, the prediction of Hamilton's rule is pertinent among paternal orphans who are biological children of their household heads in non-

poor households regardless of timing of birth. The inverse results were found among paternal orphan who are biological children of their household heads in poor households regardless of timing of birth. In fact, poverty interferes with household heads' ability in poor households to favor children who are genetically closest to them in the distribution of resources for health and nutrition.

### **Tires Are Good For The Soles: Process Documentation of Upcycling Tires For A Mobile Livelihood Project in Fond Bayard, Haiti**

Rosanna Kingston (University of Florida)

In September 2013, the Dominican Republic revoked the citizenship of people of Haitian descent who were born in the country without at least one Dominican parent. Many of those deported currently have no citizenship in either country and now live along the border in six refugee camps. Rebuild globally set up a "Mobile Livelihood Project" to create employment processing shoe soles from recycled tires at the camp at Fond Bayard. The research project was to document the various jobs done in Standard Operating Procedure (SOP) manual format so that this program can be replicated in other locations. Various techniques were used to accomplish this including video documentation, two focus groups, and a series of informal and semi-structured individual interviews with the 12-key people involved in this process. This work is just a starting point. The SOP is designed to be modified and adapted to new projects and situations.

### **Factors of Demand and Supply for Improved Watershed Services in a Payments-for-Ecosystem Services Scheme in the Blue Nile Basin**

Befikadu A. Legesse and Terrence W. Thomas (North Carolina Agricultural & Technical State University)

The Blue Nile Basin is harshly degraded mainly due to human intervention, which is characterized by high run-off, soil erosion, water quality/quantity deterioration, heavy floods, sediment deposition etc. Alternative watershed management interventions need to be implemented on the upperpart of the Basin to maintain the supply of sustainable watershed services. However, implementation of such intervention might be determined by demand/WTP and supply/WTA of the services. Accordingly, dynamics of demand and supply of Improved Watershed Services (IWS) need to be investigated prior to implementation of a Payments-for-Ecosystem Services (PES) intervention. The purpose of this study is to investigate factors of demand and supply for IWS for a better PES intervention. Data was collected from 601 respondents (300 from downstream and 301 from upstream stratum). Choice experiments, nested logit model and descriptive statistic were employed. Policy implications for a better watershed management in a PES intervention are made based on the results.

### **New Generation of Rural Leaders? Community Engagement of Young Adults with a University Education Living in Rural Areas in Poland**

Ilona Matysiak (Maria Grzegorzewska University)

In Poland, recent research shows that about 30.0% of university graduates of rural origin decide to settle in their villages. Therefore, it is reasonable to ask what happens to those highly educated young people: why they made such choice and to what extent they engage in their communities (e.g. in local organizations, informal groups, local government). The paper is based on a survey using the representative nationwide sample of inhabitants of rural municipalities aged 25-34 (N=802), including equal proportions of men and women with and without a university degree. The quantitative data are supplemented with insights drawn from 92 in-depth interviews conducted with university graduates aged 25-34, living in 10 purposively selected rural municipalities. The results show that the majority of young adults are reluctant about taking the role of local leaders in their communities. The question what distinguishes those who wish to do so will be also addressed.

### **Southeastern Coastal Center for Agricultural Health and Safety Stakeholder Needs Assessment**

Rachel Claire Mitchell, Glenn D. Israel, Sebastian Galindo-Gonzalez, David C. Diehl, Lisa K. Lundy, and Martie Gillen (University of Florida)

The occupational risks for farmworkers, fishers and forestry workers in the coastal southeast are numerous. In response to the health and safety issues that face these workers, the Southeastern Coastal Center for Agricultural Health and Safety (SCCAHS) was established in 2016. SCCAHS is committed to stakeholder involvement, and uses Community Based Social Marketing (CBSM) approaches to identify barriers and benefits to engaging in socially desirable behaviors, followed by using the results of that research to formulate education and outreach strategies. In support of this approach, the SCCAHS Evaluation Program and Outreach Core conducted a needs assessment survey to gather information from people involved in all aspects of the agriculture, fisheries and forestry industries. The Needs Assessment report details the methodological process used to collect and analyze data, presents critical issues affecting workers Southern coastal areas, and presents key findings. The report was presented at the first SCCAHS Community Stakeholder Advisory Board meeting, where it was used to introduce topics of discussion among stakeholders and gather additional feedback about current and future research and outreach projects.

### **Fostering Resiliency Among Vulnerable Groups in Luwero, Uganda**

July D. Nelson, Sebastian Galindo-Gonzalez, and Sarah L. McKune (University of Florida)

Across the world, women and children in rural areas constitute vulnerable populations. Development organizations must aim to enhance the resilience of these groups by designing and implementing relevant programs responsive to their needs. In 2016, a student field practicum was implemented in rural Uganda with the Shanti Uganda Society (SUS), an NGO involved in addressing development issues related to Women and Health. For 10 weeks, this practicum focused on: (1) assessment of the on-going nutrition workshops provided by SUS to women in the communities; and (2) conducting a needs assessment to inform the decision-making for a gardening program planned by SUS. The community garden program intends to serve women that are pregnant or have recently given birth. A survey questionnaire and interviews were used



to explore the characteristics, needs, and the potential uptake of and barriers to proper integration of safe nutrition practices at the household level of intended beneficiaries. Findings from the nutrition workshops reveal behavior change, to a certain extent, among participants and a critical need for a nutrition-based educational program. Recommendations address targeting socioeconomic and cultural factors constraining women and families' resilience regarding food access and choices.

### **A Business Model for Small Scale Catfish Farming**

Victoria Odesanmi, Siddhartha Dasgupta, and Richard C. Bryant (Kentucky State University)

Catfish farming is almost a tradition in the U. S. South. However, this business has suffered significantly due to low-cost imported substitutes, such as basa/tra, and tilapia. While this had led to the shutdowns of many catfish farms, there are nice markets in the United States, suitable for making small-scale catfish farms profitable. This project outlines a business model for profitable small-scale catfish farming that is a marriage of urban farming and niche marketing of live catfish at relatively high retail prices. This business model provides the minimum startup cost, the breakeven price of production, the annual profit potential, the internal rate of return on investment, and the risks associated with small-scale catfish farming. The goal of the model is to delineate a path to business success using domestic catfish production and niche urban markets.

### **1890s Role of Building Resiliency of Small and Limited Resource Farmers**

S. Janine Parker (North Carolina A&T State University) and Courtney T. Owens (Kentucky State University)

The 1890 Land-grant mission focuses on supporting the underserved and underrepresented audiences with research-based knowledge in the solutions they provide. With unpredictable weather patterns, an aging population, and generational gaps in farm management, small and limited-resource farmers are increasingly becoming more vulnerable without proper knowledge and resources to sustain them. Major disasters affect these farmers more intensely, like farmers in flood zones that are hit by floods more frequently. The recovery time to overcome these obstacles takes longer and longer with each barrier without preparation and assistance. Therefore, it is critical to examine existing Extension educational tools that focus on building resilience to weather extremes and estate succession in small and limited-resource farmers. The ability to bend but not break among this vulnerable group is imperative. This paper looks at the 1890's role in building capacity of Extension educators to disseminate programmatic efforts in building resiliency of these farmers.

### **The Role of Social Capital in Achieving Successful Development and Longevity of Community Gardens in Florida**

Karissa Raymond, Paul Monaghan, John Diaz, and Alison Adams (University of Florida)

Previous research shows that community gardens [CGs] can improve the physical, social, and mental wellbeing of individuals and communities, particularly in marginalized neighborhoods.

However, few studies have examined how social dynamics influence the processes and outcomes of developing and maintaining CGs. Considering the lack of resources internally available to marginalized neighborhoods, this study uses social capital theory to examine how social networks may facilitate and/or hinder resource mobilization for CG development and longevity. Semi-structured interviews, focus groups, and participant observations engaged CG members and stakeholders throughout Florida to share their insights and experiences of participating in CG projects. The findings of this study revealed participants' perceptions of the benefits and barriers of CGs, motivations for participation, and perspectives on variables that influence CGs' success. Findings suggest that social capital fostered throughout a CG's lifecycle plays an essential role in the successful development and longevity of the CG.

### **Food Security and the Small Farmer's Place in Food Security**

Cynthia Rice (Kentucky State University)

Food security in the form of locally produced, sustainable, safe, nutritious food is crucial for the continued health and well-being of local communities. Small farmers among all groups of farmers have a place in the development/maintenance of a food security plan which includes, at the least, the safe production, storage and transportation of food products from beginning to end of the food production cycle. The study's main objectives of this study were (1) to determine what knowledge small farmers have of food security in regard to these issues and (2) to determine what practices are used in relation to food security by small farmers because of their food security perceptions. Farmers and producers from small farm dominant counties in Kentucky were mailed surveys and conducted in person among 500 farmers. The survey included questions related to food security, food production, labor, storage, transportation and processing practices among other insights.

### **Farmers and Food Security Perceptions**

Cynthia Rice and Buddhi Gyawali (Kentucky State University)

Small farmers have historically been a part of the nation's resources during times of trouble. Food security in the form of locally produced, sustainable, safe, nutritious food is crucial for the continued health and well-being of local communities. Food which would be available to local governments to support the community until help is able to arrive or as a backup supply in case of war/civil unrest/terrorism, economic downturns, weather related emergencies, catastrophic disasters or agricultural losses is necessary to help stabilize the local economy and soothe local population fears and concerns. Determining what knowledge small farmers have of food security in regard to these issues and what practices are used in relation to these issues of food security by small farmers because of their food security perceptions. Providing insight on small farmers' knowledge of food security, perceived place in food systems leading to future discussions with farmers.

## **Motivation of Regrowth**

Laura Rogers (Kentucky State University)

This year there has been 14 named hurricanes, eight (8) of which have affected the United States. In the South, California and the western US, much has been destroyed by fires. Other parts have been affected by tornadoes, earthquakes, and floods. This may leave people feeling so overwhelmed to the point that they cannot figure out how to pick up their next foot, much less to continue on. The rural sociology profession can help people when they are in the shock and horror of natural disasters. Rural sociologists can help them to rebuild by motivating them to maintain their daily lives and can help survivors to figure out ways of placing themselves out of harm's way if possible. Rural sociologists can help people to develop plans for natural disasters so that horrific events are minimized in the future and to help them to improve their coping skills in order to place hope when hope has been destroyed or lost. I am a survivor of hurricanes, tornadoes, fires and ice storms. I rode out numerous hurricanes as a child in Gulfport, MS, from Hurricane Camille in 1969, to hurricanes in the late 80's. I have watched severe storms destroy the hometown I was raised in and its surrounding areas. I have survived tornadoes, ice storms, heavy snows, and fire in Kentucky and in the Eastern United States. Part of my family still lives on the Mississippi Gulf Coast. During Hurricane Katarina, my brother lived in New Orleans. My mother, brother, and his family escaped Katarina by fleeing to my home in Kentucky. After Katarina, we received word that the city had been flooded and that my brother's home was lost due to the rising water. We all were in tears. The first words my brother said to me was "Laura, I have lost everything I have worked for my whole life except what is in the little Subaru." These are words a sister, a family member, a community member will never ever forget as long as I live. The pain we all felt was very evident. Everything my brother had left in life, and what he valued in life, was in his little car. It still hurts to this day to think about. The tears flowed. What did we do? We began to dig out. To help one another. I gave my brother safety in the storm. We worked together in regaining hope. When they opened up Jefferson County to residents, my brother and my husband went to his home. The water had stopped 6 inches from my brother's front door!! All was not lost! Through lessons learned, my brother decided to move his family to a presumably safer location. He sold his house, changed jobs, and moved to Woodlands, TX, placing him and his family 85 miles inland. Prior to Katrina, we were generations of living on the Gulf because this was part of our life. Hurricane recovery was a part of our life. Natural disasters were a part of our life. Related stress was a part of our lives. The result of this move was that his family was not affected during Hurricane Harvey and the stress level was reduced due to the change. This is what sociologists can teach people in natural disasters. How to rebuild and how to continue on with life so future generations are not destroyed by the destruction. Sociologists can help people to mentally recovery so they become more sustainable. If people had not supported us or helped us along the way, I don't know where my family or I would be right now. All was not lost and what was left in life was in a little car. We have hope where hope had been shattered. Survivors can lift up our feet one foot at a time and continue on our walk through life. Rural sociologists can help people to deal with stress, decision-making, and evaluating their situations.

## **Determining the 10 Most-Pressing Issues Facing Local Food Systems in the Southern Region**

Quisto Settle (Oklahoma State University), Carley C. Morrison (Mississippi State University), Liz Felter (University of Florida), and Jennifer Taylor (Florida A&M University)

A Delphi study was conducted with key informants across the southern region of the U.S. to determine the 10 most-pressing issues facing local food systems. In the first round, informants listed what they believed to be the three most-pressing issues. These results were compiled into categories, which the informants ranked from most-pressing to least-pressing in the second round. The second-round responses were scored to create a top 10 list. In the third round, informants indicated the extent they agreed or disagreed with each included or excluded category to finalize the list. The 10 most-pressing issues listed after the ranked results of round 2 were profitability, support for local food systems, education of the public, farming practices/knowledge, marketing and promotion, accessibility and affordability, lack of farms and farmers, regulations and certifications, infrastructure, and coordination of efforts. Further research is needed to determine how best to address these challenges.

## **A Diversity of Farmers have Built Networks Because of Pastured Poultry Enterprises**

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

Several disabled, partially disabled, and veteran farmers from across Kentucky and other southern states produce pastured poultry because poultry are small. The broilers' size appeals to women who want low-cost farming opportunities that they can do themselves. For limited-resource, refugee, and beginning farmers, pastured poultry provides a relatively inexpensive farm enterprise. With many of Kentucky's Appalachian coal mines closing, pastured poultry is being introduced as a low cost enterprise for sale and family consumption. Pastured poultry is growing in popularity among African American farmers. Looking at our records, pastured poultry producers tend to help and mentor each other and network together. A diversity of farmers learn together at trainings. Producers have formed associations and networking activities. Many of the farmers are now working with farmers in their community, farmers across Kentucky and Tennessee, Extension Agents, their community officials, community decision-makers, and consumers. They have become leaders in Kentucky's local food movement.

## **Economic and Marketing Practices of Selected Georgia Small Livestock Producers**

David N.O. Tackie, Akua Adu-Gyamfi, Jannette R. Bartlett, Sheila De-heer, and Nicole Nunoo (Tuskegee University)

The study assessed the characteristics and practices of selected Georgia small livestock producers, focusing on economics and marketing. Data were obtained from a convenience sample of 40 small producers from several Georgia counties, and were analyzed using descriptive statistics, including chi-square tests. The socioeconomic characteristics reflected slightly more full-time than part-time farmers; more females than males; a higher proportion with at least a two-year/technical degree or higher degree, and a higher proportion with \$40,000 or more annual household income. A majority had been farming more than twenty years and had

small herds. Also, very few made profits; most sold animals live on-farm or at auction/stockyard, and kept records. The chi-square tests showed that race/ethnicity and age had statistically significant relationships with selected farm characteristics; farming status and gender had statistically significant relationships with selected economic characteristics; and farming status, gender and race/ethnicity had statistically significant relationships with selected marketing characteristics. Educational programs should be implemented for small producers in the study area emphasizing economic and marketing issues, and taking into consideration selected socioeconomic factors.

### **Production and Processing Characteristics and Practices of Selected Georgia Small Livestock Producers**

David N.O. Tackie, Dana Reid, Jannette R. Bartlett, Akua Adu-Gyamfi, and Bridget J. Perry (Tuskegee University)

The study analyzed the characteristics and practices of selected Georgia small livestock producers, emphasizing production and processing. Data were obtained from a convenience sample of 40 small producers from selected counties in Georgia, and analyzed using descriptive statistics, including chi-square tests. The socioeconomic characteristics revealed slightly more full-time than part-time producers; more female producers than male producers; more producers with at least a two-year/technical education or higher education than otherwise, and more producers with at least \$40,000 annual household income than otherwise. A majority practiced rotational grazing, fed a combination of forage and concentrate, and conducted soil tests regularly. Moreover, a majority had parasite problems and treated primarily with anthelmintics. Most of the producers sold animals live, implying little processing. The chi-square tests showed that that race/ethnicity had a statistically significant relationship with “veterinary services” of the selected production characteristics, and age had a statistically significant relationship with “how animals are sold” of the selected processing characteristics. Based on the results, more processing could be encouraged. In addition, selected socioeconomic factors could be emphasized in program planning and implementation for such producers.

### **Marketing Strategies Based on Shared Values: Farmers’ Experiences with and Perspectives on Value Based Supply Chains Preliminary Farmer Survey Results**

Keiko Tanaka (University of Kentucky), Hikaru Peterson (University of Minnesota), Marcia Ostrom (Washington State University), Gail Feenstra (University of California-Davis), and Christy Anderson Brekken (Oregon State University)

The US agricultural system comprises enterprises of various scales. Commodity markets trade undifferentiated farm products while direct marketing channels enable producers to differentiate their products and interact closely with consumers. In recent years, various marketing entities have emerged that are somewhere in between these poles. Some of these mid-level marketing entities have been referred to as values-based supply chains (VBSC); others include food hubs and other cooperative marketing organizations. This paper reports some of the preliminary findings from a survey carried out between February 8, 2017 through May 1, 2017 among farmers across the United States who are either currently supplying or has supplied their products

to a VBSC. Of 1954 farmers contacted, 406 farmers completed the survey. The survey asked questions concerning farmers' perceived benefits and challenges in participating in VBSCs, their degree of dependence on VBSCs, and their views on the impacts of VBSCs on the viability of their farms and farming practices.

### **Development and Inequality in Developing Countries: An Overview of Policies, Trends and Impacts in Ghana**

Patrick Tandoh-Offin (Ghana Institute of Management and Public Administration)

Ghana's turbulent political past and a mixed development paradigm, have contributed in many ways to shape the approaches and strategies that have been employed to deal with issues of poverty, unemployment and ultimately, inequality. Ghana's entry into constitutional rule since 1992 has been paralleled by an equally rapid growth in various policies, programs and interventions by successive governments to drive the political and socio-economic development processes. Despite these efforts, 80% of Ghana's population still lives under \$2 a day (Gary, 2009). Development can thus be explained from how well a society performs on these socio-economic determinants at any given time. We agree with Arthur Lewis (1959) who posits that assessing a development plan is not a mechanical nor a precise operation but an exercise in identifying critical issues, highlighting major objectives and strategies, and making tentative evaluations of the consistency and feasibility of the plan, as a whole and by major sectors. It is against this backdrop that this paper seeks to review some of the development policies and programs that have been adopted by successive governments in Ghana, in an effort to offer a qualitative assessment of such policies and its impacts on the determinants of equality in Ghana. The main purpose for this endeavor is to see how Ghana's situation mimics the rest of the world in terms of the relationship between development and issues of inequality. The main research question for the study therefore is whether Ghana is on the path to addressing issues of inequality generally in its development efforts? This study adopts a qualitative evaluation method of existing document analyses by relying on the Millennium Development Goals (MDGs) which provide universally accepted framework and indicators for assessing progress towards the elimination of inequalities and development. Preliminary findings indicate that over the past two decades, Ghana has experienced a strong and broadly inclusive growth which has moved the country farther in the development trajectory and has positively impacted on issues of poverty, unemployment and inequality. The creation and implementation of the various transformative agenda of successive governments have been instrumental in this regard. Ultimately, this study seeks to position Ghana in terms of how responsive governments have been in addressing issues of inequality in the path towards development.

### **Performance Contracting and Public Sector Reforms: An Evaluation of Some Experiences from Ghana**

Patrick Tandoh-Offin (Ghana Institute of Management and Public Administration)

Performance Contracting (PC) has emerged as a key component of a series of measures being adopted in both developed and developing economies aimed at addressing deficiencies in their public sectors. In the case of Ghana, within the context of the government's overall strategic

proposal for Public Sector Reform and with the support of the French government, a process of performance contracts for Subvented Agencies was initiated from 2010. This study is based on the assessments of the pilot phase implementation of performance contracting in order to ascertain the effectiveness of performance contracting as a tool for efficiency. It is also to ascertain the level of support that will be needed in implementing institutional and individual performance contracts for other Subvented Agencies which will be enrolling on the program. As a mixed-mode design, the study adopts the interpretative perspective of qualitative research approach and analysis method for some obvious reasons such as the need to look at the two pilot institutions (Accra Poly and KATH) as different entities with differing characteristics and portray different view positions.

### **Determinants of Eating Habits and Food Purchase Behavior of Food Desert Residents of Eastern Greensboro, North Carolina**

Terrence Thomas (North Carolina A&T State University), Befikadu Legesse (North Carolina A&T State University), Saheed Sanusi (North Carolina A&T State University), and Cihat Gunden (Ege University)

Food deserts are low income neighborhoods where nutritious foods are unavailable. Research has indicated that the residents of these communities have disproportionately higher rates of obesity and other chronic diseases associated with an unhealthy diet. Despite several initiatives embarked upon by the federal government to mitigate the problem faced by food desert residents, studies still show that residents of food deserts possess unhealthful eating habits and food purchase behaviors. A knowledge of the determinants of purchase behavior and eating habits is a useful first step in addressing the problem. This paper aims to identify and analyze the impacts of these determinants on eating habits and food purchase behavior. The knowledge gained from this analysis will contribute to informing policy to address the problem. Data for the study were collected from 325 respondents through an online survey. Multinomial logit models will be used to analyze the data.

### **Breakfast at McDonald's: Building Social Capital in Small Towns**

John L. Verburg (Talladega College)

This research is about community relationships in small towns and rural places. In these settings, "Mom and Pop" restaurants often serve as the gathering places for local folks to catch up on the "news" and build relationships. Unfortunately, in recent decades, many of these eateries have closed. This study of 36 Fast-food Restaurants in 10 states over a 5 year period, shows that these Fast-food eateries are not just places to eat but may serve as a vital social resource to small towns and rural places. This study of over 2,000 hours of non-participant observation demonstrates that during the breakfast hour at least, these Fast-food restaurants indeed do serve as Third Places where people build social capital through small group interaction.

## **Effects of Follow-Up Contacts on Sample Characteristics and Substantive Research Findings**

Fern K. Willits (Penn State University) and Gene L. Theodori (Sam Houston State University)

Despite the use of multiple types of incentives, imaginative reformatting of survey forms, and enhanced introductory materials, response rates to mail and online surveys have declined in recent years. Today, response rates of 10-15% rates commonly presented in the literature. In an effort to increase the number of survey respondents, researchers solicit participation from non-respondents with one or more follow-up contacts. Data from these “late additions” (i.e., respondents who reply after one or more follow-up contacts) are then simply added to the data from the “initial” respondents to increase the number of cases in the analysis, often with little or no attention paid to the potential effects of their addition on sample characteristics and/or observed relationships.

## **The Prevalence and Visibility of Seafood Eco-labels in Canadian Supermarkets: A Case Study from Central Canada**

Anthony Winson (University of Guelph) and Jin Young Choi (Sam Houston State University)

This paper presents preliminary findings of a multi-year research project designed to explore the role of the Canadian retail food industry in shaping the processes and practices of sustainable seafood labelling, certification and procurement programs, and examine consumer understandings and acceptance of these programs. The broader context of the study is the precipitous decline in wild caught marine species we take for food and the urgent need to address this crisis. Sustainable certification and eco-labeling programs have emerged as a key tool to arrest the depletion of such marine species, but some investigators have questioned their effectiveness in actually promoting the sustainable harvesting of marine resources. Moreover, interviews with seafood suppliers and retailers suggests consumer uptake of these eco-labels is problematic and needs further research. As part of the wider project, a survey was made of the prevalence and visibility of eco-labeled seafood products – fresh, frozen and canned - in a small sample of supermarkets representing the three major Canadian retail supermarket chains plus one smaller independent chain that focuses on organic food products. The study found that a number of different eco-labels were found in all supermarket chain-stores in all three categories of seafoods, but there was very limited evidence of in-store effort to educate consumers about the *value* of sustainably certified seafood more generally, or the merits of any particular certification program. It is suggested that this is in keeping with existing laissez-faire supermarket chain-store practices around other types of ‘labeled’ products, such as fair trade and organic foods.

## **Living Kidney Donors’ Experiences: Preliminary Research Findings**

Brooklynn J. Wynveen and Megan D. Bennett (Sam Houston State University)

Research over the last two decades has demonstrated a great need for kidney transplants. Despite this need, many people are hesitant to participate in living organ donation. Many factors have been shown to correlate with both willingness to donate a kidney and perceived donor outcomes following donation. However, much of the existing research has been quantitative, rather than



qualitative. Thus, we conducted semi-structured in-depth personal interviews with 54 living kidney donors, in order to answer the following research questions: 1) What are the reasons and motivations for participation in living organ donation? and 2) What are living organ donors' reactions to their participation? Through thematic analysis and rich, thick descriptions of donors' responses to interview questions, we hope to give voice to the experiences of living donors, thus allowing potential donors to determine whether or not living donation is right for them.

## NOTES



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