Welcome to eXtension Open Forum

Community, Local, and Regional Food Systems (CLRFS) eXtension Network

Facilitator – Dr. Kathleen Liang

Kellogg Distinguished Professor of Sustainable Agriculture
Director, Center for Environmental Farming Systems
North Carolina Agricultural and Technical State University
cliang@ncat.edu 336 285 4683
Acknowledgement

• USDA NIFA and many partners
• Katie Wright
• Southern Rural Development Center
• Presenters and participants
Brief Overview of Agenda

• Brief introduction of our CoP – Kathleen Liang
• Project updates
  • Connie Fisk
  • Rebekka Dudensing, Texas
  • Kevin Burkett, Alabama
  • Amy Patillo, Missouri
  • The MarketMaker and Jeff O’Hara
• Announcement and discussion
How To Access eXtension Information
We help Cooperative Extension Professionals make a visible and measurable impact on local issues.

Community Partners
- Find your local Extension office
- Check out the knowledge base or search thousands of Extension publications
- Get answers to your questions

Accelerate Your Extension Career!
Are you an Extension professional?
- Get an eXtension ID - Connect with your peers
- Be a part of the next Impact Collaborative
- Be inspired - Read our blog
- Find or list webinars on Learn or browse professional development

JANUARY 2019 IMPACT COLLABORATIVE INNOVATION FACILITATOR & TRAINING REGISTRATION NOW OPEN
- Click here for more information.

SAVE THE DATE! Second National Impact Collaborative Summit - Atlanta, GA. April 30th - May 3rd, 2019
- Click here for the event page.
eXtension Member Organizations

We are currently conducting our 2019 membership survey with Beverly Coberly to find out more about members.

Updated October 25th, 2018

1890 Region
- Alabama A&M University
- Alcorn State University
- Fort Valley State University
- Florida A&M University
- Kentucky State University
- Langston University
- Lincoln University
- North Carolina A&T State University
- Prairie View A&M University
- South Carolina State University
- Southern University
- Tuskegee University
- University of Maryland, Eastern Shore
- Virginia State University

North Central Region
- Kansas State University
- Michigan State University
- Montana State University
- North Dakota State University
- The Ohio State University
- Purdue University
- South Dakota State University
- University of Minnesota
- University of Nebraska
- University of Wisconsin
- University of Wyoming

Southern Region
- Clemson University
- Mississippi State University
- North Carolina State University
- Oklahoma State University
- Texas A&M University
- University of Florida
- University of Georgia
- University of Kentucky
- University of Tennessee
- Virginia Tech

Western Region
- Colorado State University
- Montana State University
- New Mexico State University
- Oregon State University
- University of Alaska Fairbanks
- University of California
- University of Hawaii at Manoa
- University of Idaho
- University of Wyoming
- University of Nebraska
- Utah State University

Northeast Region
- Cornell Cooperative Extension
- Delaware State University
- Penn State University
- Rutgers University
- University of Delaware
- University of Maryland
- University of New Hampshire
- University of Vermont
### Resource Areas

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Local Meat and Poultry Processing: Business Commitments, Support Networks, and Policy Strategies to Expand the Sector

Kathleen Liang
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Brian Raison
raison.1@osu.edu
Katie Wright
kgwright73@gmail.com

What we offer:

1. Examples
   - Program
   - Curriculum
   - Case study and practice
   - Evaluation and assessment
   - Article, report, news lease

2. Discussions
   - Issues
   - Challenges and risks
   - Success stories and strategies
   - Solutions and impacts

3. Connections
   - Project
   - Collaboration
   - Support
Request Letter of Support

• Contact **Kathleen Liang at least 1 month** before the proposal due date
  • Discuss your project and your intension to work with eXtension
  • Discuss types of services and functions that eXtension can support your project
  • Provide a summary of project purpose, goals, objectives, and expected outcome
  • Provide a few sentences of key elements focusing on what, why, and how you intend to collaborate with the eXtension Community of Practice, including an estimated budget to support eXtension services

• Letter of support will be prepared and returned to PI once we review your information

• We support **majority of requests**
Project Updates
Innovative Program Marketing: Produce Safety Alliance

Connie Fisk, PhD
Northwest Regional Extension Associate
Biteable Videos

You can view these examples on Produce Safety Alliance YouTube, Facebook, and Twitter.

Try it for free at [https://biteable.com/](https://biteable.com/)

$276/year to remove watermark and download your videos.
On-Farm Readiness Review Example

NACAA 2019 Nebraska State Communication Award Winner: Program Promotional Piece
GIFs

Made using Google Slides and https://talltweets.com/
Training Map Example

Tall Tweets

Turn your Google Slides into a GIF presentation and Tweet!
### Tiered Pricing Strategies to Promote Food Equity at Mobile Markets

Rebekka Dudensing, PhD & Blane Counsil  
Texas A&M AgriLife Extension Service

Andrea Abel & Heather Helman  
FarmShare Austin

Carolina Mueller

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**Week of April 9, 2019**

**Produce at this week's Mobile Markets:**

- Beefsteak Tomato: $1.50 per lb
- Beets: $1.50 per lb
- Broccoli: $2.00 per lb
- Brussels Sprouts: $2.00 per lb
- Cabbage: $1.25 per lb
- Carrots: $1.50 per bunch
- Giantas: $1.00 per bunch
- Dino Kale: $1.50 per bunch
- Grapefruit: $1.00 per lb
- Green Onions: $1.50 per bunch

**Shelf-stable goods available:**

- 1 lb Local Pure Honey
- 12 oz Local Pure Honey
- 8 oz Local Pure Honey
- Organic Apple Cider Vinegar
- Organic Balsamic Vinegar
- Organic Carola Oil
- Organic Canned Corn
- Organic Garbanzo Beans
- Organic Marinara Sauce
- Organic Olive Oil

**Price Range:** $1.98 - $2.48 per lb
Common Themes
• More accessible, more affordable food
• Sense of dignity purchasing affords
• Values farmers’ products

Methods
• Govt. programs (SNAP, WIC, FMNP, doubling)
• Voucher programs
• Sliding scale

Recommendations
• Know your margins, including spoilage rate
• Customers must be aware of pricing and comfortable accessing prices
Ongoing work

• FarmShare facilitated conversations with stakeholders in English/Spanish
  • Sliding scale
  • Increase prices but offer vouchers ***preferred***
  • Higher income consumers want to understand they are supporting access

• FarmShare increasing outreach coordinator roles

• AgriLife Extension is doing the price analysis with the voucher-accessible price equivalent to grocery store conventional produce
  • Tomatoes at $0.78/lb on Austin RFP suggest pricing table
  • Cost is $1.50
  • Doable with 33% markup and 4% lower income markup with doubled SNAP/vouchers

• Extension publications related to pricing practices:
  http://ruralcommunities.tamu.edu
  https://www.farmshareaustin.org/

Rebekka Dudensing, rmdudensing@tamu.edu
Farmers Marketing Workshops

Kevin Burkett
Extension Agent
Farm & Agribusiness Management
Workshop Overview

• Workshops to help specialty crop producers direct market their products
  • CSA, Roadside Stands, Farmers Markets

• Black Belt Alabama, band of counties in the lower half of Alabama
  • Agricultural history but an underserved, economically depressed region

• Topics: social media marketing, food safety at markets, direct marketing displays, accepting SNAP and SFMNP vouchers
Workshops

• Presenters: *Three extension agents, county coordinators, Farmers Market Authority of Alabama, USDA Snap (provided info)*

• Participation:
  • 6 workshop locations
  • 129 attendees
  • 70 post-workshop surveys
  • 15 6 month follow up surveys

• Highlights:
  • 99% of post-workshop respondents would “use the information provided to improve their profits / savings”.
  • 85% of 6 month follow up respondents indicated “the information gained during the training” helped increase their sales
Think BIG to Grow MO
Specialty Crops as a Strategic Opportunity for Sustainable Socioeconomic Growth in SW Missouri

Amy Patillo, Labor & Workforce Development
Patrick Byers, Commercial Horticulture
Jamie A. Gundel, Agronomy
Maria E. Rodriguez-Alcala, Community Economic Development
Opportunities and Challenges

Double agriculture economic impact by 2030

SW MO: land and water resources, low population density

Extreme weather from continental climate and climate change

SW MO a regional supplier of specialty crops

Opportunities to expand interdisciplinary collaborations between local food production and health initiatives
Project Outline: *Growth in Specialty Crops Production in SW MO*

Engaging Strategic Partnerships
Building Expertise

**Specialty Crops for Missouri’s Future**
- Public and Private Funding

**Cooperative Model Development**
- Models to learn from-
  - The Netherlands, Almeria Spain, Fayetteville Arkansas
- New cooperative service model
  - Farmer ownership and equitable access
The ultimate goal of farming is not the growing of crops, but the cultivation and perfection of human beings.”

Masanobu Fukuoka, “The One-Straw Revolution”
Connecting Food Producers to Markets thru Technology

MARKETOMAKER™
Linking Agricultural and Seafood Markets

- Interactive mapping of food where it's grown, processed and sold
- A virtual forum where product needs and product availability can be posted
- Trade alert system that can send buy and sell opportunities via e-mail
- Standardized data that connects local, regional and potentially global markets
- Customizable platforms that draw from a common data base
- Secure Cloud Based Environment for Reliability and Scalability
Mobile Apps to Better Reach Consumers

• MarketMaker database can support mobile apps that target specific user groups.
By the numbers for 2018

• 39,337 profiles in the MarketMaker system
• 28,620 registered participants from 49 states
• 3000 average profile views per week
• 504 ads posted in 2018
• 235 average ad views per week
• 2242 average product searches per week (AgMRC’s Food Searcher tool)
• 27 web based domains supported by the MarketMaker system.
• > 1.4 million purchased food related business profiles (all 50 states)
SAVE THE DATE • OCTOBER 7-9, 2019

NATIONAL DIRECT AGRICULTURAL MARKETING SUMMIT

Rosemont (Chicago), Illinois • Donald E. Stephens Convention Center

https://localfoodeconomics.com/agsummit/
Call for Posters / Presentations!

• 2018 Summit drew almost 400 attendees

• 2019 registration – coming soon

• Call for posters / presentations: https://localfoodeconomics.com/agsummit/#call
Other Announcement

1. NACDEP conference in Asheville, NC, June 9-12 [https://www.nacdep.net/renaissance-asheville](https://www.nacdep.net/renaissance-asheville)

2. Northeast Agricultural and Resource Economics Association annual meeting in Portsmouth, NH, June 9-12

3. Association for the Study of Food & Society (ASFS) and the Agriculture, Food and Human Values Society (AFHVS) conference in Anchorage, Alaska, June 26-29,
   [https://www.uaa.alaska.edu/academics/college-of-arts-and-sciences/programs/ASFS/schedule.cshtml](https://www.uaa.alaska.edu/academics/college-of-arts-and-sciences/programs/ASFS/schedule.cshtml)

4. Western Agricultural Economics Association annual meeting in Coeur d’Alene, ID, June 30 – July 2


6. Sunbelt Ag Expo in Moultrie, Georgia, October 15-17 [https://sunbeltexpo.com/about/](https://sunbeltexpo.com/about/)
Open Discussion and Thank you!

Facilitator – Dr. Kathleen Liang

Kellogg Distinguished Professor of Sustainable Agriculture
Director, Center for Environmental Farming Systems
North Carolina Agricultural and Technical State University
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