

# 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  
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# Acknowledgement

- USDA NIFA and many partners
- Katie Wright
- Southern Rural Development Center
- Presenters and participants

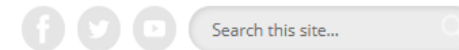
# Brief Overview of Agenda

- 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



For Extension Professionals and the Public They Serve



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 more information.](#)

SAVE THE DATE! Second National Impact Collaborative Summit - Atlanta, GA. April 30th - May 3rd, 2019

- [Click here for the event page.](#)

Quick Links to Get You Started

[Signup for eXtension News and Announcements](#)

Upcoming Webinars

Take charge of your professional development with [learn.extension.org](#)

September 18, 2018

[The Contribution of 4-H to Social Capital and Social Justice](#)

September 12, 2018

[The Current Webinar: Rural and Urban Watersheds Working Together: Innovative Solutions for Meeting Water Quality Requirements](#)

eXtension4U

A Twitter list by [@eXtension4U](#)



## eXtension Member Organizations

We are currently conducting our 2019 membersh 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

## Community

Agricultural and Food Law  
Civil Dialogue  
Community Planning and Zoning  
Community, Local and Regional Food Systems  
Cooperatives  
Creating Healthy Communities  
Diversity, Equity and Inclusion  
Enhancing Rural Community Capacity  
Entrepreneurs & Their Communities  
Geospatial Technology  
Internationalizing Extension  
Network Literacy  
Program Evaluation  
Volunteer Administration  
Women in Agriculture

## Disaster Issues

Agricultural Disaster Preparedness and Recovery  
Drought Resources  
Floods  
Wildfire

## Energy

Farm Energy  
Home Energy  
Wood Energy

## Environment

Prescribed Fire  
Trees for Energy Conservation

## Family

Child and Family Learning Network  
Child Care  
Companion Animals  
Drinking Water and Human Health  
Family Caregiving  
Food Safety  
Military Families  
Parenting  
Personal Finance

## Farm

Ag Safety and Health  
Animal Manure Management  
Animal Welfare  
Apples  
Bee Health  
Beef Cattle  
Blueberries  
Climate, Forests and Woodlands  
Dairy  
Forest Farming  
Freshwater Aquaculture  
Goats  
Grapes  
Horses  
Marine Aquaculture  
Organic Agriculture  
Plant Breeding and Genomics  
Sheep  
Small and Backyard Flocks  
Small Meat Processors  
Sustainable Marine Fisheries  
Wood Products

## Health and Nutrition

Community Nutrition Education  
Families, Food and Fitness  
Healthy Food Choices in Schools

## Lawn and Garden

Extension Master Gardener  
Gardens & Landscapes  
The Garden Professors  
Water Conservation for Lawn and Landscape

## Pest Management

Ant Pests  
Feral Hogs  
Imported Fire Ants  
Invasive Species  
Pest Management In and Around Structures  
Wildlife Damage Management

## Youth

Ag Zone  
Science for Youth



- My profile
- Privacy and sharing
- Change password
- Sign out

## Community, Local and Regional Food Systems

### Connect with us



### Welcome

This is where you can find research-based information from America's land-grant universities enabled by eXtension.org

Select a different institution

State or Zip **LOCATE**

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

By Lauren Gwin, Oregon State University and Arion Thiboumery, Iowa State University  
In this article we summarize recent research about what it takes to...>Read More

More about this Resource Area

**LEARN MORE**

### Resources

This list includes areas with current content and those that are under development:

#### Food System Supply Chain

- Niche Production & Value Chain Producers/Growers
- Urban Agriculture
- Food Processing and Safety
- Institutional Food Procurement & Preparation
- Marketing & Markets
- Distribution & Aggregation
- Resource & Waste Recovery

#### Food Systems Processes & Practices

- Consumer Food Preparation
- Nutrition & Health
- Food & Agriculture Policy
- Food Security
- Food Justice & Food Sovereignty
- Regional Impacts & Opportunities

#### Values & Concepts

### Our People

**Joanna Massey Lelekacs, North Carolina State University**

Joanna is the Extension and Training Coordinator for NC Growing Together (NCGT) which is developing models for connecting small and mid-sized farmers with...



### Trending Questions

selling local foods to schools, hospitals, etc

[view response »](#)

farm to institution in Ohio

[view response »](#)

### Recent Webinars

Resources for research and outreach on structural racism in the U.S. food system: Insights from the 4th edition of MSU Center for Regional Food Systems' Annotated Bibliography

Foodborne Outbreaks--What You Need to Know

New Legal Resources to Assist Farmers in Direct Marketing

Ready Community: Vulnerability and Resilience

Alternatives to antibiotics in poultry production

[SEE MORE](#)

### Latest Tweets

Tweets by @eXtension4U

eXtension4U Retweeted

**Jean Fischer MS,RD** @JeanFischerRDN  
To dream the collaborative dream 🌱👩🏫 @UrbanAgGuru #eXtC #CoopEXT @extension4U



[Embed](#) [View on Twitter](#)

## 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

Please sign up to participate in our Quarterly Open Forum (Free and Open to ALL)

**Kathleen Liang**  
**Brian Raison**  
**Katie Wright**

[cliang@ncat.edu](mailto:cliang@ncat.edu)  
[raison.1@osu.edu](mailto:raison.1@osu.edu)  
[kgwright73@gmail.com](mailto:kgwright73@gmail.com)



# 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



**Produce Safety**  
ALLIANCE



# Innovative Program Marketing: Produce Safety Alliance



**Connie Fisk, PhD**  
Northwest Regional  
Extension Associate

# Biteable Videos



On-Farm Readiness Review

📅 26d ago 📄 16



PSA 2018 Year in Review

📅 118d ago 📄 10



Handwashing Practice (Spanish)

📅 131d ago 📄 17



Handwashing Practice

📅 147d ago 📄 13

*Try it for free at <https://biteable.com/>*

*\$276/year to remove watermark and download your videos*

View these examples on Produce Safety Alliance [YouTube](#), [Facebook](#), and [Twitter](#)

# On-Farm Readiness Review Example

The screenshot displays the Biteable video editor interface. At the top, the title 'On-Farm Readiness Review' is visible, along with a 'SAVE' button and navigation links for 'TRY BITEABLE 2.0 BETA', 'SUPPORT', and 'UPGRADE'. The main editing area is divided into 'Content' and 'Timing' tabs. The 'Content' tab is active, showing a text box with the text 'You take what you learned in the PSA Grower Training Course...' and a font selection dropdown set to 'Lato Bold'. Below the text box are buttons for 'SAVE & PREVIEW' and 'NEXT SCENE'. The main video preview window shows a green background with the text 'You take what you learned in the PSA Grower Training Course...' and an illustration of a character holding a clipboard. At the bottom, a timeline shows 9 scenes, with the first scene highlighted.

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

# GIFs

The screenshot shows the homepage of regulations.gov. At the top, there is a navigation bar with links for Home, Help, Resources, and Contact Us. Below this is a search bar with a magnifying glass icon and buttons for Search, Browse, and Learn. A prominent red banner reads "Make a difference. Submit your comments and let your voice be heard." Below the banner is a search input field with the placeholder text "SEARCH for: Rules, Comments, Adjudications or Supporting Documents:" and a "Search" button. To the left, there is a "What's Trending" section with a bar chart icon, listing items like "Animal Welfare: Amendments to Licensing Provisions and to Requirements for Dogs" and "Supplemental Nutrition Assistance Program: Requirements for Able-Bodied Adults without Dependents". To the right, there is a "Comments Due Soon" section with a list of timeframes: Today (19), Next 3 Days (22), Next 7 Days (166), Next 15 Days (346), Next 30 Days (735), and Next 90 Days (1,187). Below that is a "Newly Posted" section with a list of timeframes: Today (87), Last 3 Days (266), Last 7 Days (446), and Last 15 Days (1,198). On the far right, there is a section titled "Unable to submit a comment?" with a sub-header "FAA Section 333" and an image of a drone. Below the image, it says "The FAA has recently issued part 107, which addresses the majority of 333 petitions. Please visit www.faa.gov/uas/".



Created using Google Slides and <https://talltweets.com/>

# Training Map Example

## Tall Tweets

Turn your Google Slides into a GIF presentation and Tweet!



Make a GIF

GIF Image Width (in pixels)

1200

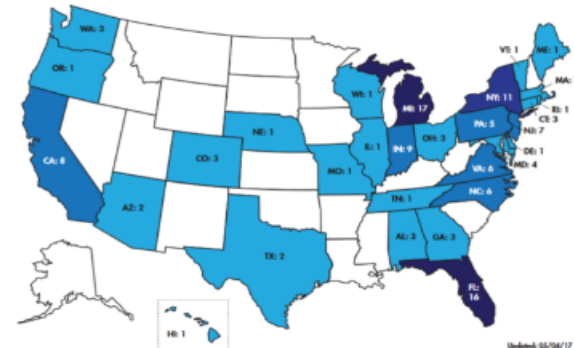
Slide Duration (in seconds)


1.5

Sequence of Slides (comma separated)

CREATE GIF 

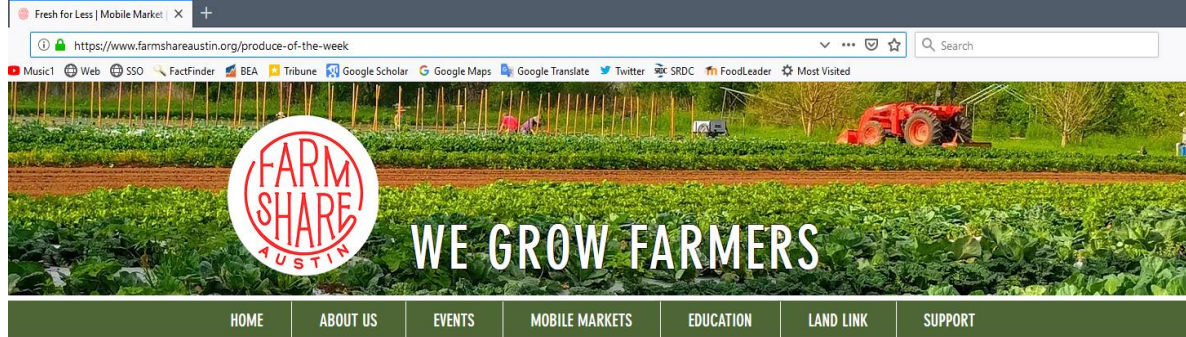
Nationwide Produce Safety Alliance Grower Training Courses  
Sept. 2016 Through May 2017



SAVE 

TWEET 

CHANGE 



Week of April 9, 2019

Produce at this week's Mobile Markets:

(\*Sourced from an organic producer)

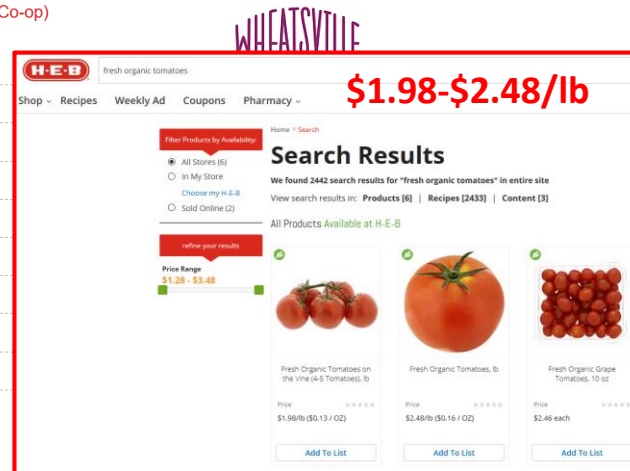


Beefsteak Tomato	\$1.50 per lb
Beets*	\$1.50 per lb
Broccoli	\$2.00 per lb
Brussels Sprouts*	\$2.00 per lb
Cabbage*	\$1.25 per lb
Carrots*	\$1.50 per bunch
Cilantro*	\$1.00 per bunch
Dino Kale	\$1.50 per bunch
Grapefruit*	\$1.00 per lb
Green Onions*	\$1.50 per bunch

Shelf-stable goods available:

(Generously supported by Wheastville Co-op)

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



# Tiered Pricing Strategies to Promote Food Equity at Mobile Markets

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

Andrea Abel & Heather Helman  
FarmShare Austin

Carolina Mueller



## 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](mailto:rmdudensing@tamu.edu)

TEXAS A&M  
AGRI  
LIFE  
EXTENSION



# 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**



**extension**  
ALABAMA A&M & AUBURN UNIVERSITIES

## FARMERS MARKETING WORKSHOP

Get ready for the 2018 growing season.

Learn to market your farm with tips from Alabama Extension, the Farmers Market Authority, and USDA SNAP.

**TOPICS**

MARKET DISPLAYS • BUSINESS MARKETING • SOCIAL MEDIA • FOOD SAFETY • FARMERS MARKETS

10 a.m. to 2:30 p.m. with lunch included • To register, call or email the location where you would like to attend.

All participants signed up through a local Extension office will receive a promotional item to take to market.

File to accept SNAP vouchers for 2018 by bringing your Social Security card and another form of identification.

**Alabama Extension Office Locations & Dates**

OCTOBER 3 Barbour County (334) 687-5688 mbr0013@aces.edu	OCTOBER 13 Montgomery County (334) 270-4133 tysonlk@aces.edu	OCTOBER 26 Wilcox County (334) 682-4289 alc0074@aces.edu
OCTOBER 11 Macon County (334) 727-0340 dzh0046@aces.edu	OCTOBER 24 Dallas County (334) 875-3200 nelsoc3@aces.edu	NOVEMBER 2 Hale County (334) 624-8710 srb0043@aces.edu



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www.aces.edu

# 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*



 **Extension**  
*University of Missouri*

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# 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



**Invest in Rural Missouri**

A USDA-NRCS StrikeForce Project



# Project Outline: *Growth in Specialty Crops Production in SW MO*

**Engaging Strategic Partnerships**

**Building Expertise**

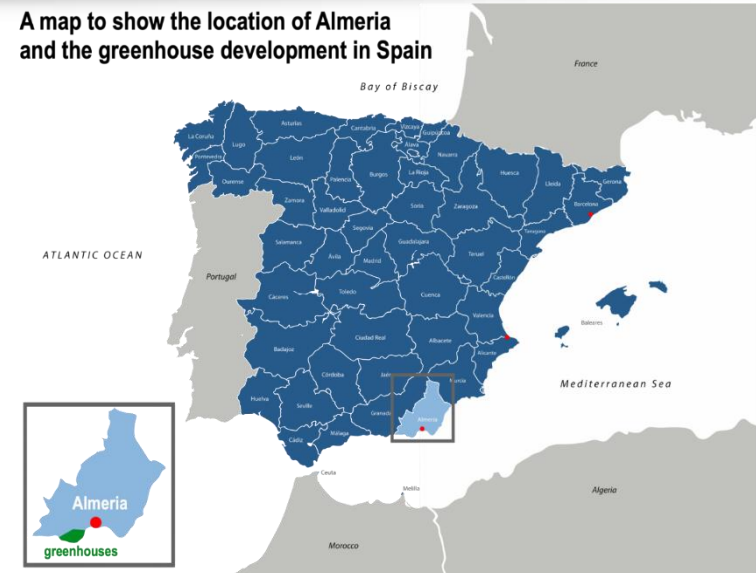
**Specialty Crops for Missouri's Future**

- 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

A map to show the location of Almeria and the greenhouse development in Spain





*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”



Extension

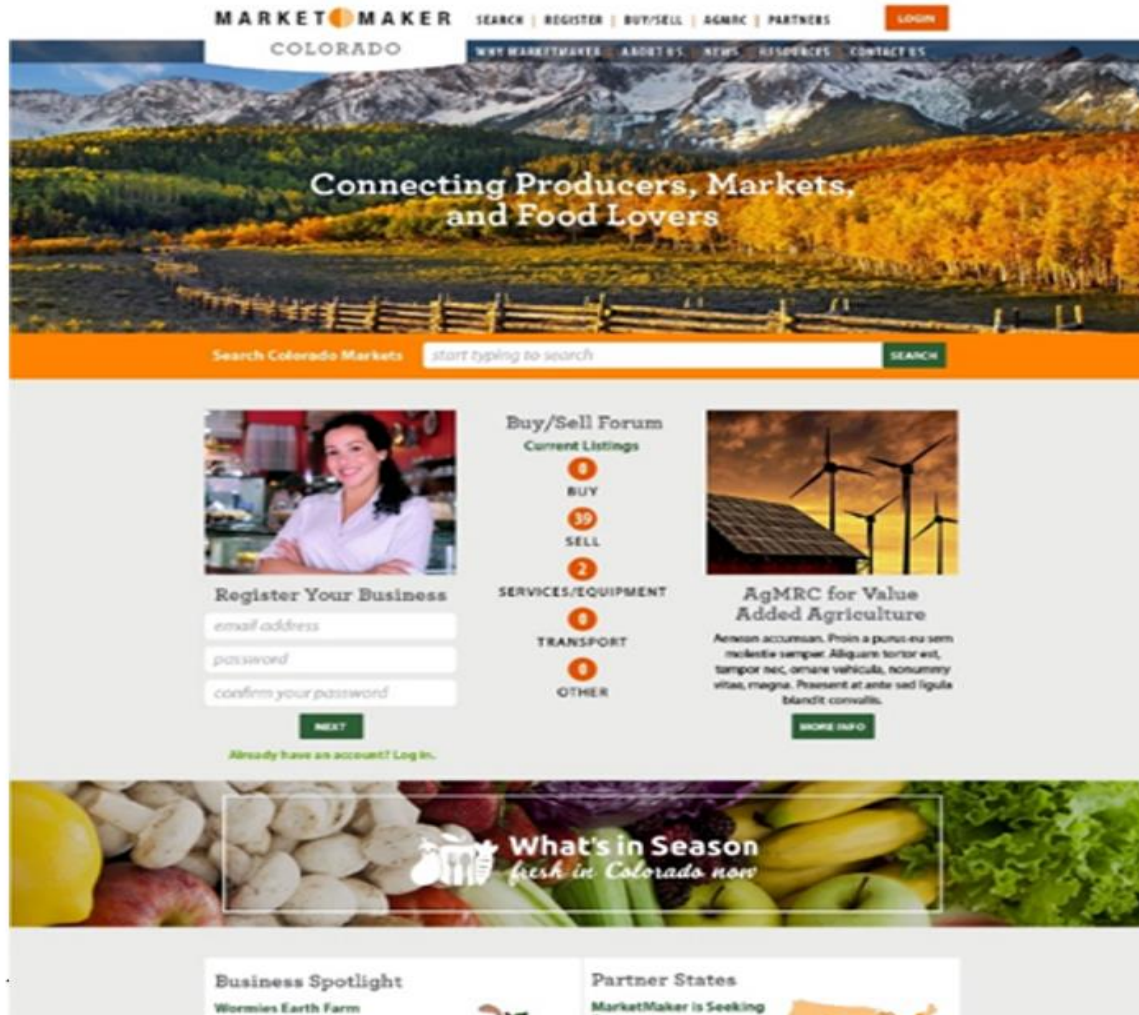
*University of Missouri*

an equal opportunity/ADA institution

Dr. Amy Patillo  
patilloa@Missouri.edu

# Connecting Food Producers to Markets thru Technology

## MARKET MAKER™ 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 data base can support mobile apps that target specific user groups.

## What's In Season

*Find local products fresh from the farm*

- Discover locally grown products at peak freshness
- Grower and farmers market locations are mapped
- Seasonal produce is highlighted

POWERED BY **MARKET MAKER**<sup>™</sup>  
Linking Agricultural and Seafood Markets

[WhatsInSeasonApp.com](http://WhatsInSeasonApp.com)

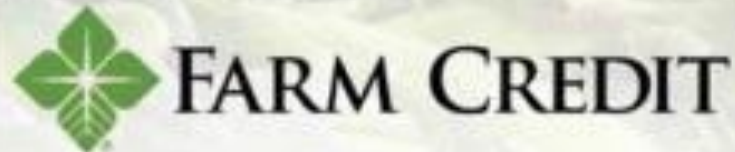
# By the numbers for 2018

- 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>
2. Northeast Agricultural and Resource Economics Association annual meeting in Portsmouth, NH, June 9-12  
<http://www.narea.org/>
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>
4. Western Agricultural Economics Association annual meeting in Coeur d'Alene, ID, June 30 – July 2  
<http://www.waeaonline.org/>
5. Agricultural and Applied Economics Association (AAEA) annual meeting in Atlanta, GA, July 20-24 (including pre- and post-conference workshops) <https://www.aaea.org/meetings/2019-aaea-annual-meeting>
6. Sunbelt Ag Expo in Moultrie, Georgia, October 15-17 <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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