Southern Rural Sociological Association
51st Annual Meeting

Pathways for Equity in Development: Exploring the Past and Informing the Future through the Rural Social Sciences

Louisville, KY

February 1-3, 2020

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

Saturday, February 1, 2020

2:00 pm Preconference Field trip to Buffalo Trace, Frankfort, KY

Sunday, February 2, 2020

7:45 am – 3:30 pm, Omni Hotel- Second Street Prefunction: Registration

10:00 am – 4:00 pm, Omni Hotel-Olmsted 4: Poster Session

8:00 am – 9:00 am, Omni Hotel-Olmsted 6: SRSA Executive Committee Meeting

9:15 am – 10:35 am, Omni Hotel-Olmsted 5, Session 1 – Behavior, Culture & Identity

9:15 am – 10:35 pm, Omni Hotel-Olmsted 6, Session 2 – Disparities in Health & Social Issues

9:15 am – 10:35 pm, Omni Hotel-Olmsted 7, Session 3 – Church, Religion, Communities

10:45 am – 12:00 pm, Omni Hotel-Olmsted 5, Session 4 – Farm Risk, Decision Making, and Voting Behavior

10:45 am – 12:00 pm, Omni Hotel-Olmsted 6, Session 5 – Migration, Farm Workers, and Workforce Development

10:45 am – 12:00 pm, Omni Hotel-Olmsted 7, Session 6 – Emerging technologies & Practices

12:00 pm to 1:20 pm Lunch (on your own)

1:30 pm – 2:50 pm, Omni Hotel-Olmsted 5, Session 7 – Small-scale Marketing Constraints and Opportunities

1:30 pm – 2:50 pm, Omni Hotel-Olmsted 6, Session 8 – Education & Outreach Services

1:30 pm – 3:10 pm, Omni Hotel-Olmsted 7, Session 9 – Food Insecurity & Food Systems, and Impacts

3:00 pm – 4:00 pm, Omni Hotel-Olmsted 4: Posters Viewing
4:00 pm – 4:30 pm, Omni Hotel -Commonwealth 3: SAAS General Business Meeting

5:00 pm, Griff’s 133W Liberty St: SAAS Social & Super Bowl Party

**Monday, February 3, 2020**

7:45 am – 3:00 pm, Omni Hotel- Street Prefunction: Registration

8:00 am – 9:00 am, Omni Hotel-Olmsted 6: Pre-Organized panel

9:00 am – 3:00 pm, Omni Hotel-Olmsted 4: Poster Session

9:15 am – 11:00 am, Omni Hotel-Olmsted 5, Session 10 – Community Development, Resilience & Sustainability

9:15 am – 11:00 am Omni Hotel-Olmsted 6, Session 11 – Theory, Research Methods, and Practices

11:30 am – 1:00 pm, Omni Hotel, Commonwealth 1: SRSA Awards Luncheon and Presidential Address

1:30 pm – 2:30 pm Omni Hotel-Olmsted 6, Session 12 – Education, Rurality & Quality of Place

2:40 pm – 3:20 pm, Omni Hotel-Olmsted 6, SRSA Journal & Open Discussion

3:30 pm – 4:30 pm, Omni Hotel, Omni Hotel-Olmsted 6: SRSA Business Meeting

5:00 pm – 6:00 pm, Omni Hotel, Omni Hotel-Olmsted 6: SRSA Executive Council Meeting

6:30 pm: TBD: SRSA Presidential Reception
Detailed Program

Sunday, February 2, 2020

9:15 am – 10:35 am, Omni Hotel-Olmsted 5, Session 1 – Behavior, Culture & Identity

Moderator: Marcus Bernard

"My Name's Cletus": Place and Rural Children's Response to Urbanormative Media
Julia M. Miller, University of Kentucky

Cultural and Individual Shame in Appalachia
MaryAnn Thrush, Lincoln Memorial University

Lesbians Love the Land: An Exploration of the Literature Regarding LGBTQ+ Farmers and Sustainability
Alessandra Del Brocco, University of Kentucky

More than Race: Black Farmers in the Rural South
Marcus Bernard, Kentucky State University; Rosalind Harris, University of Kentucky

9:15 am – 10:35 pm, Omni Hotel-Olmsted 6, Session 2 – Disparities in Health & Social Issues

Moderator: Patricia H. Dyk

Comparing the Effects of Economic and Policy Characteristics on Diabetes, Heart Disease and Stroke Mortality in the American South: A Spatial Analysis Using Geographically Weighted Regression
Michael J. Swain, University of Florida; Glenn D. Israel, University of Florida

Early Childhood Malnutrition and Gender in Nigeria
Aramide Kazeem, University of West Georgia John M. Musalia, Western Kentucky University

An Alternative Approach to Teaching Social Inequality
Brooklynn J. Wynveen, Sam Houston State University

Challenges Accessing Healthcare: Insights from Rural Low-Income Mothers
Patricia H. Dyk, University of Kentucky; Heidi Radunovich, University of Florida; Yoshie Sano, Washington State University; Ann Berry, University of Tennessee; Katherine Counts, University of Kentucky

9:15 am – 10:35 pm, Omni Hotel-Olmsted 7, Session 3 – Church, Religion, and Communities
Ayuda en el Camino de la Muerte: Benevolence, Churches, and the Caravan of Migrants
Elijah Cox, Lee University

Religion and Happiness: Data from Two Rural Texas Studies
Kristen Gustafson, Sam Houston State University; Gene L. Theodori, Sam Houston State University

The Relationship between the Church, Land Ownership and Heir Property for the African American Community in Macon County, Alabama
Kara Woods, Tuskegee University; Dr. Robert Zabawa, Tuskegee University and Dr. Souleymane Fall; Tuskegee University

Demographic Characteristics of Risk Averse Farmers in Rural Alabama
Lila B. Karki, David N.O. Tackie, Uma Karki, and Raymon Shange Tuskegee University

Does Extension Agent/Client Homophily Affect Customer Satisfaction and Perceived Benefits?
Jyothi Swaroop Bommidi, University of Florida; Glenn D Israel, University of Florida

An analysis of food desert residents’ interest in modifying intake of major food nutrients: a Multidimensional Scaling approach.
Terrence Thomas, North Carolina A&T State University; Cihat Gunden, Ege University; Befikadu Legesse, Smart-Eco Consulting,

An Analysis of the voting shift in Kentucky’s General Election for Governor from 2015-2019
Bilal Jones, Kentucky State University, Buddhi Gyawali, Kentucky State University, Jeremy Sandifer, Kentucky State University

Patterns of Out-Migration from the Mississippi Delta
Vanessa Parks, University of Mississippi; Jamiko Deleveaux, University of Mississippi; Lynn C. Woo, University of Mississippi; John J. Green, University of Mississippi
The Value of Social Networks and Social Capital: Minorities and Migrants in Kentucky Appalachia
Jennifer Lanham, Campbellsville University

Hidden Masculinity: Gendered Actions and Symbolic Power among Seasonal Farm Workers
Kevin S. Alejandrez, University of Kentucky

Workforce Development in the Gulf Coast and Delta Regions of Mississippi: Insights and Lessons Learned to Inform Systems Change
John J. Green, University of Mississippi; Stephanie Poiroux, University of Mississippi

10:45 am – 12:00 pm, Omni Hotel-Olmsted 7, Session 6 – Emerging Technologies & Practices
Moderator: Brooklynn J. Wynveen

Student Support for Wind Energy in the United States: Real Division or Overhyped Partisanship?
Jessica Crowe, Southern Illinois University, Carbondale

Societal, ethical and economic implications of new agricultural technologies in the 21st Century
Enefiok Ekanem, Tennessee State University; Mary Mafuyai, Tennessee State University

Reframing Socio-technological Possibilities in Rural Farmscapes: The Critical Convergence of Disability and Human-centered Design for Farmworker Health and Mobility
Kim Niewolny, Virginia Tech; Garland Mason, Virginia Tech

The Impact of Natural Resource Extraction by Multinational Corporations on Regional Economic Development: A Comparative Case Study of Oil in Sudan and Forestry in Alabama
Dalal Alkordi, Youssouf Diabate, Robert Zabawa and Godfrey Vincent; Tuskegee University Integrative Public Policy and Development Ph.D. Program

12:00 PM to 1:20 PM Lunch (on your own)

1:30 pm – 2:50 pm, Omni Hotel-Olmsted 5, Session 7 – Small-scale Marketing Constraints & Opportunities
Moderator: David Tackie
Challenges and Opportunities at Farmers Markets: A Case of Small Producers in Alabama’s Black Belt
Jasmine Ratliff, Tuskegee University

Building Food Justice Markets: Opportunities and Challenges in the Southeast Region
Keiko Tanaka, University of Kentucky; Karen Rignall, University of Kentucky; Heather Hyden, University of Kentucky; Margarita Valendia, University of Tennessee at Knoxville; Carlos Trejo-Pech, University of Tennessee at Knoxville; Teya Cuellar, Peace Corps; Nathaniel Messer, University of Kentucky; and Alessandra Del Brocco, University of Kentucky

Eco-Labeled Seafood as Part of the Sustainability Solution: Private Sector and Environmental NGO Viewpoints and Actions in the Canadian Context
Anthony Winson, University of Guelph; Jin Young Choi, Sam Houston State University

A Comparative Analysis of Selected Farm, Economic, and Marketing Characteristics of Small Livestock Producers in Three Southeastern States of the U.S.
David Tackie, Tuskegee University; Jannette Bartlett, Tuskegee University; Nicole Nunoo, Virginia Polytechnic Institute and State University

1:30 pm – 2:50 pm, Omni Hotel-Olmsted 6, Session 8 – Extension & Outreach services & Opportunities

Moderator: Marion Simon

What two sisters can do with one acre when assisted by Extension
Tehran Jewell*, Kentucky State University and Marion Simon, Kentucky State University

Holding and Sales of Live Catfish: an Economic Opportunity
Richard Bryant* Kentucky State University, Siddhartha Dasgupta, Kentucky State University

Understanding variations in ecological productivity of farmland-what farmers need to know
Smriti Kandel, Kentucky State University; Buddhi Gyawali, Kentucky State University; Jeremy Sandifer, Kentucky State University

From Hemp to Tobacco and Back: Perspectives of Kentucky State University’s Extension Agents on the “New” Hemp Initiative
Marion Simon, Kentucky State University; Austin Wright, Kentucky State University; Laura Rogers, Kentucky State University
1:30 pm – 3:10 pm, Omni Hotel-Olmsted 7, Session 9 – Food Insecurity, Food Production and Impacts

Moderator: Douglas H. Constance

Can Small-Scale African American Farmers Help Alleviate Food Insecurity in the Alabama Black Belt?
Folashade Adalumo-Ntam*, Robert Zabawa, Souleymane Fall and Raymon Shange; Tuskegee University Integrative Public Policy and Development Ph.D. Program

Influence of Food Attributes on Purchasing Behavior of Food Desert Residents: A Multidimensional Scaling Approach
Terrence W. Thomas, North Carolina Agricultural and Technical State University; Freda Elikem Dorbu, North Carolina Agricultural and Technical State University; Kurt Taylor, North Carolina Agricultural and Technical State University

Food Insecurity Awareness and Resources at the University of Mississippi
Summer Jefferson; Anne Cafer; Georgianna Mann, University of Mississippi

Food Sovereignty - Food Security - Food Safety - American Farmers: Where do they intersect in a sustainable world?
Cynthia Rice, Kentucky State University; Buddhi Gyawali, Kentucky State University; Marion Simon, Kentucky State University; Shawn Lucas, Kentucky State University; Leigh Whittinghill, Kentucky State University

Beef Production and Climate Change: The Industry Response
Douglas H. Constance, Sam Houston State University; George Apreza, Sam Houston State University

3:00 pm – 3:50 pm, Omni Hotel-Olmsted 4: Posters Viewing

4:00 pm – 4:30 pm, Omni Hotel - Commonwealth 3: SAAS General Business Meeting

5:00 pm, Griff’s 133W Liberty St: SAAS Social & Super Bowl Party

Monday, February 3, 2020

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8:00 am – 9: 00 am, Omni Hotel-Olmsted 6: Pre-Organized Panel

9:00 am – 3:00 pm, Omni Hotel-Olmsted 4: Poster Session

9:15 am – 11: 00 am, Omni Hotel-Olmsted 5, Session 10 – Community Development, Resilience & Sustainability
Moderator: Anne Cafer

Rethinking Sustainable Community Development: Incorporating Cultural and Social Capital
Nicole Nunoo, Virginia Polytechnic Institute and State University; Robert Zabawa, Tuskegee University; Souleymane Fall, Tuskegee University; David Tackie, Tuskegee University; Joseph Essamuah-Quansah, Tuskegee University; Tasha Hargrove, Tuskegee University; Kim Niewolny, Virginia Polytechnic Institute and State University

Utilizing community diagnostics data to examine community development and vitality: A rural case study
Abigail Borron, Catherine Jones, Maria Martinez, Anna Strickland, Keith Atkins, Kevan Lamm, & Katie Sanders – University of Georgia

Are They Ready? Assessing Community Resilience in a Rural Florida County
Angela B. Lindsey, University of Florida; Dale Pracht, University of Florida; Randall Cantrell, University of Florida

Anne Cafer, University of Mississippi; Jasmine Nyugen, University of Mississippi; James Hawkins, University of Mississippi; Anna Conner, University of Mississippi; Emily Shy, University of Mississippi

9:15 am 11:00 am Omni Hotel-Olmsted 6, Session 11 – Theory, Research Methods, and Practices

Moderator: Clayton Smith

Neoclassical Economics Dismissal of the Collective in Cooperatives: Producing conceptual absence with “vaguely defined property rights”
Tom Gray, USDA, Co-op. Programs & Co-op Center, University of Saskatchewan

Follow-up contact effectiveness in social surveys: An analysis of survey contact protocols
Glenn D. Israel, University of Florida, Gainesville; Harsha Elizabeth James, University of Florida, Gainesville

More than Altruism: An Examination of Dr. Martin Luther King Jr.’s Involvement in the Chicago Campaign and Protest of the Vietnam War
Stephanie Poiroux, University of Mississippi; Dr. Willa Johnson, University of Mississippi
Prolegomena to an Integrated Field Theory
D. Clayton Smith, Western Kentucky University

11:30 am – 1:00 pm, Omni Hotel, Commonwealth 1: SRSA Awards Luncheon and Presidential Address

1:30 pm – 2:30 pm Omni Hotel-Olmsted 6, Session 12 – Education, Rurality & Quality of place
Moderator: Edwin Chavous

Building Participation among College Students for the 2020 Census
Jamiko Deleveaux, University of Mississippi; Randy Morgan, University of Mississippi

Place-based Determinants Impacting the Spatial Distribution of Overdose Across Kentucky Counties: An Exploratory Analysis
Cameron McAlister, University of Kentucky; Julie N. Zimmerman, University of Kentucky; Janet P. Stamatel, University of Kentucky

Does it Really Cost Less to Live in a Rural Area? Evidence from Kentucky
Julie N. Zimmerman, University of Kentucky; Karen Rignall, University of Kentucky; Cameron McAlister, University of Kentucky

2:40 pm – 3:20 pm, Omni Hotel-Olmsted 6, SRSA Journal and Open Discussion

The Journal of Rural Social Sciences: Evolution and Future Prospects
John J. Green, University of Mississippi Center for Population Studies; Elizabeth Young Sweeney, University of Mississippi Center for Population Studies

3:30 pm – 4:30 pm, Omni Hotel, Omni Hotel-Olmsted 6: SRSA Business Meeting
(All members are encouraged to attend.)

5:00 pm – 6:00 pm, Omni Hotel, Omni Hotel-Olmsted 6: SRSA Executive Council Meeting

6:30 pm: TBD: SRSA Presidential Reception
Posters

1. **Beyond the Dinner Table: Immigrant Labor in Poultry Processing**
   Jayla Perry, Sam Houston State University; Jin Young Choi, Sam Houston State University

2. **After the Harvest: Results of Food Safety Issues**
   Cynthia Rice, Kentucky State University; Buddhi Gyawali, Kentucky State University; Marion Simon, Kentucky State University; Shawn Lucas, Kentucky State University; Leigh Whittinghill, Kentucky State University

3. **Are Rural Schools Doing Enough?: Addressing Mental Health Issues of High School Students**
   Erika Minnix, Sam Houston State University; Jin Young Choi, Sam Houston State University

4. **Exploring diversity in healthcare leadership**
   Katherine Counts, University of Kentucky

5. **Farmer’s concerns and practices: Responses of farmers on current issues**
   Cynthia Rice, Kentucky State University; Buddhi Gyawali, Kentucky State University; Marion Simon, Kentucky State University; Shawn Lucas, Kentucky State University; Leigh Whittinghill, Kentucky State University

6. **Food Justice through the Youth Scholar Enhancement Program**
   Nathaniel Messer, University of Kentucky

7. **Outreach and Community Engagement for the 2020 Census: Insights from Mississippi and Beyond**
   John J. Green, University of Mississippi; Lynn Woo, University of Mississippi; Heather Hanna, Mississippi State University; Steve Turner, Southern Rural Development Center/Mississippi State University

8. **The Farm (Family) Dog: Is this a new social issue?**
   Marion Simon, Kentucky State University; Shelley Spiggle, Kentucky State University

9. **Working with Limited-Resource Future Homeowners**
   Edwin Chavous, Kentucky State University; Marion Simon, Kentucky State University

10. **Using Agriculture Production and Food Safety Demonstrations to Develop Leaders: Case Study of Four African American Farmers**
    Marion Simon, Kentucky State University; Tehran Jewell, Kentucky State University

11. **Educating Socially Disadvantaged groups in Kentucky for their participation in Federal Programs, KSU experience and lessons learned**
    Buddhi Gyawali, Cynthia Rice and Marion Simon, Kentucky State University

12. **A New Taste of Rehab**
    Laura Rogers and Marion Simon, Kentucky State University

13. **Socially Disadvantaged Groups (SDG): Identification, Technical Assistance, Service and Education with Pathways to SDG Populations**
Buddhi Gyawali, Cynthia Rice, Marion Simon, Kentucky State University

14. Using Drones to Assist with Small Farm Management
   William Rogers and Marion Simon, Kentucky State University
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Abstracts

Oral

"My Name's Cletus": Place and Rural Children's Response to Urbanormative Media
Julia M. Miller, University of Kentucky et al.

Proponents of the urbanormativity framework assert that the creation of urban systems is both a structural process to extract resources from hinterlands for the benefit of cities, and a cultural process to normalize urban life over rural life. Much of the work in this vein has focused on the production and content of cultural artifacts, with less attention on how they are responded to by rural people. Here, I will explore how rural children in an Appalachian Ohio community respond to and creatively interact with rural stereotypes presented to them through popular media. Rather than simply accepting or refuting cultural messages about rural people, the children I’ve interacted with through participant observation interact with these cultural messages with all the creativity childhood gives them. However, with the loss of the community’s elementary school, children’s relationship to place is also changing as there are fewer public, place-based institutions in the community.

Cultural and Individual Shame in Appalachia
MaryAnn Thrush, Lincoln Memorial University

The experience of individual shame is dependent on the thoughts, feelings and behavior of other people. It can be experienced by remembering shameful events from the past and anticipated shameful events in the future, in addition to current, immediate situations. Individual shame is exacerbated by cultural stereotypes that present a particular group as inferior or in some way substandard. The cultural shame intensifies the individual shame which culminates in a downward spiral ending in deviant behaviors such as violence and violent crime. Additionally, shame can interfere with learning and psychological development. This preliminary report discusses the development, maintenance and remediation of shame at an individual and cultural level.

Lesbians Love the Land: An Exploration of the Literature Regarding LGBTQ+ Farmers and Sustainability
Alessandra Del Brocco, University of Kentucky

There is a lack of literature regarding the role of queer farmers in the development of sustainable agriculture. This paper highlights literature regarding minority involvement in agriculture and synthesizes some of the existing work into a framework for future research. Marginalized groups are often the driving force behind grassroots organizing for social progress. I hypothesize that this is also true of sustainable agriculture. Women are represented in the literature within agricultural sociology thanks to scholars like Dr. Carolyn Sachs, Dr. Marta Flora, and Dr. Cornelia Flora. People of color, especially black farmers, are the subject of Dr. Monica White’s 2018 book Freedom Farmers. Now it is time to examine how LGBTQ+ people engage with the sustainable agriculture movement. I would like to further the narrative by expanding the field to include a comparative historical analysis of LGBTQ+ interaction with the land and farming.

More than Race: Black Farmers in the Rural South
Marcus Bernard, Kentucky State University; Rosalind Harris, University of Kentucky

Racism, institutional discrimination, and class warfare continue to displace constructions of masculinity for African-American men farming. These conditions are unique to the plight of African American men
farming, and their loss of farms and land. This study explores the social construction of masculinity and gender roles among African-American men farming, and the impacts of these constructions as African American farmers are being forced to negotiate issues of survivability? Ethnographic methods are employed: in-depth interviews, focus groups, and participant observations. Results indicate that the most reoccurring themes in the data were performing acts of masculinity, performing acts of femininity, the politics of farming, and making community.

Comparing the Effects of Economic and Policy Characteristics on Diabetes, Heart Disease and Stroke Mortality in the American South: A Spatial Analysis Using Geographically Weighted Regression
Michael J. Swain, University of Florida; Glenn D. Israel, University of Florida

Southern states lead the nation in prevalence of chronic diseases. Prevalence is known to be closely aligned with urban-rural and racial divides. To understand the nature of these distributions, age-adjusted diabetes, heart disease and stroke mortality from 2015-2017 was mapped by county across 11 southern states. Rates are highest among counties in the Mississippi Delta, the Black Belt and Eastern Kentucky. To determine potential predictors of the rate variance, several policy and economic variables were used independently and combined in geographically weighted regression models. Location-specific coefficient estimates were mapped for each county in the South. Findings include income inequality being most positively associated with mortality in South Florida, uninsured rates being most positively associated with mortality in the Mississippi Delta and Black Belt, and food and physical activity environments being negatively associated with mortality in the Appalachia region. These results visualize the consequences of policymaking on mortality.

Early Childhood Malnutrition and Gender in Nigeria
Aramide Kazeem, University of West Georgia John M. Musalia, Western Kentucky University

Gender differences in nutrition are prevalent among children five and below in sub-Saharan Africa; however, income-related inequalities contribute more to early childhood malnutrition than gender disparities. Given this, scholars call for the need to examine the intersection of gender with poverty at overcoming early childhood malnutrition rather than focusing on gender alone, and to test whether the interaction varies between certain age groups, urban-rural residence, and/or geographical or regional location. Using the 2013 Nigeria Demographic and Health Survey (2013 NDHS), this research examines whether being a boy increases early childhood malnutrition, as measured by weight-for-height z-score, wasting, as compared to being a girl. It also examines whether the interaction of being a boy and residing in a poor household increases early childhood malnutrition, as measured by weight-for-height z-score, wasting, compared to residence in non-poor households. If so, does the relationship vary by urban-rural residence (urban versus rural residence)?

An Alternative Approach to Teaching Social Inequality
Brooklynn J. Wynveen, Sam Houston State University

Social Inequality can be a controversial subject to teach and learn. Having studied this subject as a student, as well as having taught it for five years, I have learned some valuable techniques for engaging students from all perspectives, and challenging them to challenge those perspectives. Effective techniques have included blog assignments eliciting and requiring consideration of a variety of viewpoints, as well as participation in a course Facebook group that capitalizes on students’ diverse interests and experiences. I recognize that, upon entering this course, our experiences are different, our exposure is different, and our expectations are different. However, these techniques have allowed my students and me to share our experiences, expand our exposure, and adjust our expectations. In the process, we’ve each been able to
challenge and overcome some of our biases. This presentation will detail the techniques that have allowed for my success in teaching this subject matter.

**Challenges Accessing Healthcare: Insights from Rural Low-Income Mothers**
Patricia H. Dyk, University of Kentucky; Heidi Radunovich, University of Florida; Yoshie Sano, Washington State University; Ann Berry, University of Tennessee; Katherine Counts, University of Kentucky

Rural families continue to experience health inequalities in comparison to their urban and suburban counterparts. In response to ongoing rural health disparities and desiring to hear the voices of often marginalized rural, low-income women, the Rural Families Speak about Health (RFSH) multi-state study is examining challenges experienced by this population accessing healthcare in ever changing policy contexts. Through qualitative interviews with thirty rural mothers in Kentucky, Florida, Washington, and Tennessee, we sought to further understand the complexities of accessing healthcare needed for family members, even with health insurance coverage. Data reveal the need for providers to be cognizant of health messaging, consider hours of operation, and clearly communicate the insurance plans accepted and services that are covered. Mothers voiced frustrations and offered suggestions on how barriers can be addressed in their communities. Findings disclose the need to better inform hospital-community rural healthcare decision makers regarding challenges faced by marginalized residents.

**Ayuda en el Camino de la Muerte: Benevolence, Churches, and the Caravan of Migrants**
Elijah Cox, Lee University

This research explores the lesser known response of evangelical churches in the United States regarding the influx of migrants seeking refuge along the border towns of southern Arizona and Mexico. While on location, the analytic framework was developed using various interviews, participant observations and a discursive analysis of current events under the Trump Administration’s polemic immigration policies. Findings suggest that the response is organic and fragmented, yet displays a number of collaborative alliances between members of evangelical institutions and nonprofit organizations, both of which are working bi-nationally to alleviate the impacts of immigration policies and the militarization of border communities. Members of evangelical institutions employ informal services to navigate their Christian calling of “hospitality and benevolence” as well as tread their legal obligations as citizens, behind the shifting ideology of ultra-nationalism and xenophobia of the current administration.

**Religion and Happiness: Data from Two Rural Texas Studies**
Kristen Gustafson, Sam Houston State University; Gene L. Theodori, Sam Houston State University

Building upon previous research, we examined the association between religiosity and happiness using data collected in two studies in rural Texas. These studies included a 2002 general population survey of a random sample of individuals in two places in west Texas and a 2012 survey of a random sample of Texas residents living in 22 rural places. Previous investigations examining the relationship between these two concepts have produced inconsistent results. No support was found for the hypothesis that increased levels of religiosity are associated with increased levels of happiness. The multivariate logistic regression analyses revealed, however, that money (i.e., household income) was the sole predictor of happiness in rural Texas in both the 2002 and 2012 studies. Possible implications of the results are advanced, as are suggestions for future research.

**The Relationship between the Church, Land Ownership and Heir Property for the African American Community in Macon County, Alabama**
Kara Woods, Tuskegee University; Dr. Robert Zabawa, Tuskegee University and Dr. Souleymane Fall; Tuskegee University
Land ownership has been pivotal in attaining privilege and wealth since this country’s birth and became more attainable for Blacks after the Civil War. Although black-owned institutions would be expected to have a positive effect on land ownership, fragmentation and heir property is apparent. The Black church has played a pivotal role in the creation, development, and preservation of the Black community. The purpose of this study is to examine the relationship between African American churches and associated schools in Macon County, Alabama and the incidence of heir property as exhibited by case studies of the Shiloh and Sweet Gum churches and surrounding communities. Tax records, GIS mapping, and ethnographic interviews as primary and secondary research methods were employed. Results found that 51.6% of heir property in Macon County, Alabama is within 2 miles of historic Black churches and schools. The research highlights heir property’s larger socio-economic impacts.

Demographic Characteristics of Risk Averse Farmers in Rural Alabama
Lila B. Karki, David N.O. Tackie, Uma Karki, and Raymon Shange Tuskegee University

A survey was introduced to 59 small-scale farmers attending risk management workshops from 18 Black-Belt counties. Of the total, 46% were 41-60 years of age followed by 32% over 60 and 22% under 40. Fifty-two percent were part-time farmers while 31% were full-time. Their experience ranged from 1-65 years with 17% having 7 years of experience and 15% having 6 years. Collectively, these farmers were engaged in raising 9 types of animals and 22 kinds of crops. The results confirmed that the farmers were rational decision makers despite the size of their operations as 24% of them had introduced demand driven commodities that mostly captured niche markets. The age and farming experience demonstrated a positively significant relationship ($P =< 0.01$) between herbs and pasture production ($P =< 0.05$) but a negatively significant relationship ($P =< 0.01$) between specialty crops. It can be inferred that farmers make rational decisions based on a factor-product relationship.

Does Extension Agent/Client Homophily Affect Customer Satisfaction and Perceived Benefits?
Jyothi Swaroop Bommidi, University of Florida; Glenn D Israel, University of Florida

Cooperative Extension has the responsibility of serving people by providing relevant information and services. Diffusion of innovation theory (Rogers, 2005) suggests that communication is enhanced when actors are homophilous. However, with the increasing population diversity of Extension clients poses a challenge for Extension agents to deliver effective programs. The current study aims to determine if agent-client homophily affects the clients’ evaluations of overall service satisfaction and related aspects. Using client experience survey data from 2016, 2017, and 2018, we constructed a data set consisting of 4014 clients and 257 extension agents. Initial results show that there were few differences in the outcomes as a consequence of agents and clients being heterophilous, for differences based on sex, race, educational attainment, or generational grouping. This suggests that Extension agents realize the same level of outcome for clients who are different from themselves as well as for clients who look like them.

An analysis of food desert residents’ interest in modifying intake of major food nutrients: a Multidimensional Scaling approach.
Terrence Thomas, North Carolina A&T State University; Cihat Gunden, Ege University; Befikadu Legesse, Smart-Eco Consulting,

Emerging evidence indicate that addressing access to healthy food options alone may not improve the dietary behavior of food desert residents. Innovative education programs are indispensable components of any effort to address dietary behavior of food desert residents. This paper presents an approach that draws on the psychometric characteristics of food desert residents derived from multidimensional scaling to
formulate education programs for modifying dietary behavior. Data for the study were collected from a random sample of Guilford County residents in North Carolina using sample design parameters that ensured adequacy of sample size for the selected analytical techniques. Multiple Dimensional Scaling was used to analyze data from 325 responses. Results revealed that resident employed a similar strategy for adjusting their intake of fiber, fats, low sodium foods and portion size, but treated vegetables and fruits differently. These results should be used to customize and improve the effectiveness of education programs.

An Analysis of the voting shift in Kentucky’s General Election for Governor from 2015-2019
Bilal Jones, Buddhi Gyawali, Jeremy Sandifer
On November 5th of this year, Kentucky’s incumbent Republican Governor, Matt Bevin, failed in his reelection campaign against his Democrat challenger, Andy Beshear. While Matt Bevin was an unpopular governor, his loss was interpreted as a major blow to Republican political analysts who view Kentucky as a dependably red state. In contrast, Andy Beshear’s victory has been viewed as a triumph of various grassroots movements that have grown in the state pushing for more left-leaning, progressive values. Most notable of these movements being the Kentucky Teacher Walk-outs that occurred in 2018 that culminated in a march to the state capitol in Frankfort on April 2nd, 2018. Other factors have pointed towards changing demographics in the state, most notably in terms of income, as well as discrepancies in voter turnout in the different regions of the state. In our study, we analyze and create a series of maps that will examine the effect of these varying factors (voter turnout, median income by county, population change, the effect of the teachers’ walkouts) on the shift in the general election voting outcome from 2015 to 2019.

Patterns of Out-Migration from the Mississippi Delta
Vanessa Parks, University of Mississippi; Jamiko Deleveaux, University of Mississippi; Lynn C. Woo, University of Mississippi; John J. Green, University of Mississippi

The South is estimated to have the fastest growing population in the nation, yet there is sub-regional variation. Mississippi has lower population growth than the overall region and negative net-migration. Counties in the Delta region, perhaps in part due to persistent poverty, racial inequality, and limited opportunities, are facing population loss. Using data from the American Community Survey and the Internal Revenue Service, we will assess county-to-county migration in a five county sub-region of the Mississippi Delta. We will explore the characteristics of who is leaving the Mississippi Delta, where they are moving, and the characteristics of who remains. In doing so, we contribute to existing research on out-migration from persistently poor rural areas, and we will share our findings with community partners in the Delta involved in community development efforts.

The Value of Social Networks and Social Capital: Minorities and Migrants in Kentucky Appalachia
Jennifer Lanham, Campbellsville University

Kentucky Appalachia may have suffered from serious out-migration: but "that’s not the story anymore". As regional cultural values and in-migration become more homogenized, Kentucky Appalachians face increasing changes to their social fabric. These conditions have heightened the need for strong community mutual support. Limited awareness and understanding of the changing nature of social networks is evident. Exploring the value, strength and potential of minority and migrant populations’ social networks may dismantle obstacles which have prevented inclusiveness as members of rural communities. The value of social networks serve as emotional protective barriers (i.e., coping mechanisms) to social, cultural, and economic environments and as a source of social and economic support. Kentucky Appalachians must create a climate to ensure each community member is valued and supported by embracing various social identities and engaging in diverse social support networks.
Hidden Masculinity: Gendered Actions and Symbolic Power among Seasonal Farm Workers
Kevin S. Alejandrez, University of Kentucky

Given that many migrant farm workers laboring in seasonal agriculture are paid piece-rate, it is vitally important that they remain focused on their work. This is so, even when performing repetitive tasks for long stretches of time under an energy-draining sun. Under such conditions, how do migrant farm workers distract themselves from boredom while staying engaged in their work? For farm workers harvesting (or “picking”) berries, the answer may simply be singing or hollering over to friends, reminding them to keep focus. But are these tactics harmless? Based on two summers of participant observations on Oregon blueberry farms, this presentation highlights the ways in which seemingly innocent responses to repetitive working conditions may be implicit displays of masculinity. As such, they may serve to symbolically reproduce gendered hierarchies in the workplace where blueberry pickers are thought to be equal. But how might women respond? This too is considered.

Workforce Development in the Gulf Coast and Delta Regions of Mississippi: Insights and Lessons Learned to Inform Systems Change
John J. Green, University of Mississippi; Stephanie Poiroux, University of Mississippi

The Workforce Development in East Biloxi and Sunflower County Initiative (WDI) operates in two Mississippi counties – Harrison on the Gulf Coast and Sunflower in the Delta. The Gulf Coast has important economic sectors including commercial and recreational fishing, tourism, and maritime-related manufacturing. It suffered challenges in the past two decades, especially Hurricane Katrina and the Horizon/BP oil spill. The Delta is a more rural region historically based on agriculture and light manufacturing, and many communities face the challenges of persistent poverty and net-outmigration. Still, the Delta is recognized for community-based initiatives. The intersection of challenges and opportunities in these regions make them ideal cases for development comparisons. Through case studies, this presentation will share insights and lessons learned with the potential to inform broader systems change for multi-organizational and multi-institutional collaborative efforts.

Student Support for Wind Energy in the United States: Real Division or Overhyped Partisanship?
Jessica Crowe, Southern Illinois University, Carbondale

Support for renewable energy is quite strong in the United States. While the gap between Republicans and Democrats is quite narrow in public opinion polls of wind energy, the rhetoric spoken about renewable energy, especially wind, by high profile Republicans and Democrats is highly contradictory. High profile Democrats increasingly emphasize the need for an energy system comprised of 100% renewable energy. In contrast, high profile Republicans routinely attack wind energy. Because of this contradiction, we seek to understand connections between support for wind policy and a person’s value orientation, political identity and impression of high profile partisan figures by examining the views of college students from three large public universities in Illinois and Kentucky. We find that support for wind energy is high, regardless of political partisanship or ideology. However, support is highest among liberals, those with high biospheric values, and those who have favorable impressions of Rep. Ocasio-Cortez.

Societal, ethical and economic implications of new agricultural technologies in the 21st Century
Enefiok Ekanem, Tennessee State University; Mary Mafuyai, Tennessee State University

Technology in agriculture improves efficiency in production, marketing and distribution within the commodity supply chain. This is essential considering the fact that 33% of food produced is lost every year translating into a world wise economic loss of $940 billion. Emerging agricultural technology can help solve these problems. The objectives of this paper are to (1) profile some key technologies recently employed in agriculture, (2) examine the societal, ethical and economic implications of agricultural
technology and (3) analyze the broader policy implications of emerging technology in agriculture. Primary and secondary data from existing publications and expert opinions are used in accomplishing the objectives of this paper. Experts from many disciplines agree that new technologies will have profound impacts on the economy and society well beyond their initial deployment. The policy implications of agricultural technologies and economic consequences are analyzed in concluding this paper.

**Reframing Socio-technological Possibilities in Rural Farmscapes: The Critical Convergence of Disability and Human-centered Design for Farmworker Health and Mobility**

Kim Niewolny, Virginia Tech; Garland Mason, Virginia Tech

New university and industry arrangements purport socio-technological innovation as a leading solution to current land, climate, and labor instability in rural spaces. These innovations include large-scale and entrepreneurial approaches such as precision agriculture, big data analytics, and automation robotics in the agri-food sector. While these technologies vary in farm-purpose, they are together fueled by neoliberal conditions that govern possibilities for 21st century rural farmscapes. What is missing from this dominant narrative is a critical inquiry into the ways in which agri-technology is being “realized” and the material implications of this framing on vulnerable farm workers in rural life. Drawing upon the convergence of ontological politics and technology, we refocus the gaze toward human-centered design possibilities for farm worker disability and accessibility. We specifically explore how farmer-designed assistive technologies also emerging to address farm worker health, mobility, and disability as possibilities for socio-technological alterity in the rural South.

**The Impact of Natural Resource Extraction by Multinational Corporations on Regional Economic Development: A Comparative Case Study of Oil in Sudan and Forestry in Alabama**

Dalal Alkordi, Youssouf Diabate, Robert Zabawa and Godfrey Vincent; Tuskegee University Integrative Public Policy and Development Ph.D. Program

Multinational Corporations (MNCs) have become a major factor in the world economy after World War II. Oil is considered a principal factor in Sudanese politics and economics. Alternatively, forest-based products have contributed extensively to the economies of the in the rural Black Belt South of the United States. The purpose of this research is to examine the impact of natural resources extraction by MNCs through two case studies, at the regional level, forestry products in Alabama and the national level, oil in Sudan. Secondary data were used to conduct an input-output analysis. Results show that MNCs had a positive economic and political impact on Alabama and Sudan. However, MNCs are not the only solution to poverty reduction. Based on these results, it is recommended that diversification rather than monolithic industrial development is key for rural economic development at the national (Sudan) and regional (Alabama) levels.

**Challenges and Opportunities at Farmers Markets: A Case of Small Producers in Alabama’s Black Belt**

Jasmine Ratliff, Tuskegee University

Farmers Markets provide ample access for small farmers to directly connect with consumers and contribute recycling funds in the local economy. Small farmers in Alabama’s Black Belt Region have fewer options for selling their farm produce due to the lack of regular farmers markets. This study is assessing the impact of Farmers Markets in Macon, Montgomery, and Dallas counties on the local food system relating to community and economic development. The study is introducing a survey to producers and sellers at farmers markets, in-person interviews with farmers market managers, and direct observations of operations. Based on preliminary observations and information collection, it is found that small farmers do not receive quality prices for their produce meaning they hardly make any profit due to
ever increasing production cost. The study is analyzing other factors that could strengthen the effectiveness of producers and farmers markets in Alabama’s Black Belt.

**Building Food Justice Markets: Opportunities and Challenges in the Southeast Region**
Keiko Tanaka, University of Kentucky; Karen Rignall, University of Kentucky; Heather Hyden, University of Kentucky; Margarita Valendia, University of Tennessee at Knoxville; Carlos Trejo-Pech, University of Tennessee at Knoxville; Teya Cuellar, Peace Corps; Nathaniel Messer, University of Kentucky; and Alessandra Del Brocco, University of Kentucky

In the past three decades, the number and types of markets for locally and sustainably grown fresh produce and livestock products have grown. At the same time, criticism has been raised about their inaccessibility by limited-resource households, particularly the people of color. Using a case-study approach, this paper examines five initiatives in the Southeast region that aim to address “social justice” in food marketing. Our study found that all the five cases use a creative and innovative approach to balancing its goals to provide market opportunities for farmers and make fresh produce accessible to limited-resource households. Yet, the largest challenge remains the establishment of a financially stable and viable market operation which the organization can manage. This paper discusses the key factors of the justice-oriented food markets which affect their successes and failures and make recommendations at the organizational and local/state policy levels.

**Eco-Labeled Seafood as Part of the Sustainability Solution: Private Sector and Environmental NGO Viewpoints and Actions in the Canadian Context**
Anthony Winson, University of Guelph; Jin Young Choi, Sam Houston State University

In the context of imperiled marine environments and rapidly declining fish stocks, sustainable seafood certification and eco-labeling has gained credibility as one essential key to ensuring that fisheries are sustainable. Our research utilized a mixed methods approach including semi-structured interviews and an on-site consumer survey to explore the complex engagement of the private sector, environmental NGOs, governments and the consuming public with eco-labeled seafood in Canada. This paper focuses on the engagement with seafood eco-labels by food retailers and seafood suppliers and the shifting strategies of key environmental NGO players tackling marine species protection. Consideration is given to how the actions of these two major players will impact the success of seafood ecolabels in Canada.

**A Comparative Analysis of Selected Farm, Economic, and Marketing Characteristics of Small Livestock Producers in Three Southeastern States of the U.S.**
David Tackie, Tuskegee University; Jannette Bartlett, Tuskegee University; Nicole Nunoo, Virginia Polytechnic Institute and State University

Small livestock producer characteristics could be important in production; yet, there is limited research on the issue in the Southeastern U.S. Therefore, this study analyzed selected characteristics of small livestock producers in three Southeastern States. The data were obtained from samples of producers from several counties in Alabama, Georgia, and Florida, and were analyzed by descriptive narrative and descriptive statistics (percentages). The results showed that a majority either owned their farms outright or inherited them; a majority farmed more acreage than they owned; had been in livestock production for over 15 years. Most made a loss or broke-even, especially in Alabama and Florida. A majority sold 30 heads or less of livestock; they normally sold these on-farm or at the auction. The findings indicate small herd sizes across the three states, leading to fewer sales, and less profit. There is a need to assist producers to increase herd sizes.
What two sisters can do with one acre when assisted by Extension
Tehran Jewell*, Kentucky State University and Marion Simon, Kentucky State University

Two farmers, sisters from another mother, attended a local small farm incubator project and became involved in local marketing and local food systems in six states! They implemented an UNLIMITED PRODUCE CSA system which includes value-added products, fresh cut flowers and free semi-professional family portraits—ALL for $30 a unit (weekly). In cooperation with The Small Farm Incubator for Women Farmers & Refugee Farmers in the “classroom” at the AgZinger Demonstration Project and with local Mennonite farms, this team produced more than forty-thousand pounds of fresh foods from a sustained acre! Their crops ended up in Community Supported Agriculture & Restaurants in Louisville, KY, New Albany, IN, Nashville, TN, Hopkinsville, KY, Paducah, KY, Mayfield, KY, Bowling Green, KY, Clarksville, TN, Jeffersonville, IN, Clarksville, IN, Lexington, KY, Metropolis, IL, Memphis, TN, Indianapolis, IN, Cincinnati, OH, Fort Lauderdale, FL, and Russellville KY (listed in order of surmounting sells). That is 6 states! A six-state marketing effort brilliantly pulled off without commercial marketing! The sisters from another mother are Johnalma Barnett (photographer) and Elisa Woods (farmer/marketer).

Holding and Sales of Live Catfish: an Economic Opportunity
Richard Bryant, Kentucky State University, Siddhartha Dasgupta, Kentucky State University

Pond-based aquaculture can be an expensive enterprise, specifically in Kentucky where pond construction costs can be three times as expensive as other states due to widespread karst systems and rocky soil conditions. Indoor fish farming is also very capital intensive with most enterprises requiring insulated building with road access, drainage, lighting, and temperature control. Health and water quality issues are often difficult for farmers to maintain due to a lack of knowledge in fish culture. These high costs of entry and high levels of risk serve as barriers to many socially-disadvantaged farmers and prevent them from pursuing aquaculture enterprises. This project looks at how socially-disadvantaged farmers can sell live catfish through small-scale hauling and holding operations. Fixed and variable costs were examined to determine the profitability of the enterprise as well as returns to land and operator’s management. The sales price for live catfish was set at $7.70/kg based on previous market research conducted in Hispanic communities around Kentucky.

Understanding variations in ecological productivity of farmland—what farmers need to know
Smriti Kandel, Kentucky State University; Buddhi Gyawali, Kentucky State University; Jeremy Sandifer, Kentucky State University

This research was conducted to compare the ecological productivity at different farm size (small, medium and large). The Normalized Difference, Vegetation Index (NDVI) for the 10 years interval (2001, 2011, and 2017) was computed from the satellite images and these values were extracted for each farm. The change in mean index values were compared at each category of the farmland. Preliminary results indicate that significant variations were found in the ecological productivity of the farmland at different farmland category. The large sized farms have higher mean values of vegetation index than the small sized farmlands. The low productivity in small farmland may indicate that they are less intensively managed as compared to large sized farm parcels. This study suggests that vegetation index maps will be helpful for farmers to understand the healthiness and production potential of their farmland as well as for the optimal management of their farms and resources.

From Hemp to Tobacco and Back: Perspectives of Kentucky State University’s Extension Agents on the “New” Hemp Initiative
Marion Simon, Kentucky State University; Austin Wright, Kentucky State University; Laura Rogers, Kentucky State University

This paper will present the perspectives of Kentucky State University’s Extension Agents concerning Hemp as a legitimate enterprise for Kentucky’s small farmers. What are some of the positive and negative concerns, and questions, associated with this major enterprise change? What are the immediate and short-run concerns as hemp becomes established as a “new” crop? The perspectives will come from Extension Agents in western Kentucky and Appalachian counties.

Can Small-Scale African American Farmers Help Alleviate Food Insecurity in the Alabama Black Belt?
Folashade Adalumo-Ntam*, Robert Zabawa, Souleymane Fall and Raymon Shange; Tuskegee University Integrative Public Policy and Development Ph.D. Program

Food insecurity is a major concern across the United States, and especially in the Black Belt Region of the American South. The implications of this high level of food insecurity includes both dietary and health issues: hunger, diabetes, obesity, heart disease, poor mental health and other concerns. The purpose of this study is to assess the lack of access to nutritious, affordable and acceptable food, and propose solutions using local producer assets and marketing venues found in Alabama's Black Belt region. The specific objectives of this research are to (1) identify and map the location of: farmers, food deserts and areas of need, and market venues-traditional (supermarket, grocery stores) and direct (U-picks, CSAs, farmers markets); (2) propose new locations for food producers to access consumers and (3) develop new policies to address food access in the Alabama Black Belt.

Influence of Food Attributes on Purchasing Behavior of Food Desert Residents: A Multidimensional Scaling Approach
Terrence W. Thomas, North Carolina Agricultural and Technical State University; Freda Elikem Dorbu, North Carolina Agricultural and Technical State University; Kurt Taylor, North Carolina Agricultural and Technical State University

Consumer preference for food is based on the satisfaction gained from it. Consumers purchase food because of the perceived nutritional advantages, taste, body image, family and cultural preferences, and previous purchase habits. This study aims at determining the extent to which the following variables: 1. affordability/taste 2. high nutritional value and high level of hygiene 3. freshness and reasonable level of nutrition and hygiene influence consumer purchase. Dillman et al (2009) sampling protocol was used to determine the appropriate sample size. The sample was randomly drawn from the population of Eastern Greensboro, North Carolina. Data collected were analyzed using multidimensional scaling, which facilitated the visualization of variable oriented in multidimensional space. Results show that the variables: affordability/price, high nutritional value and high level of hygiene are closely oriented on the spatial map, implying that consumers perceive these variables as having similar influence on their purchase behavior.

Food Insecurity Awareness and Resources at the University of Mississippi
Summer Jefferson; Anne Cafer; Georgianna Mann, University of Mississippi

Mississippi’s food insecurity prevalence rate of 17.2% is significantly above the US average of 11.8% according to the USDA’s Economic Research Service. Multiple studies also indicate a high rate of food insecurity on college campuses. The consequences of high rates of food insecurity in the state and on the University of Mississippi campus include decreased academic success and health outcomes. This study’s objective was to determine faculty, administration, and student knowledge of food insecurity definitions and resources through anonymous surveys and to analyze the nutritional offerings of the Ole Miss Food
Bank. Results showed high levels of definitional knowledge, and a less than ideal resource awareness by faculty and administration. Additionally, the average food bank offerings contained higher levels of sodium and sugars than those of the NIH’s Recommended Dietary Allowance. These results can help increase awareness and utilization of the Ole Miss Food Bank and improve its nutritional offerings.

**Food Sovereignty - Food Security - Food Safety - American Farmers: Where do they intersect in a sustainable world?**

Cynthia Rice, Kentucky State University; Buddhi Gyawali, Kentucky State University; Marion Simon, Kentucky State University; Shawn Lucas, Kentucky State University; Leigh Whittinghill, Kentucky State University

American farmers are faced with many issues their parents and grandparents never encountered. From pollution, contamination, pathogens, sanitation, nutrient deficient and terrorism concerns which impose new or additional regulations to legal responsibility and best management practices, farmers are facing a barrage of information from federal, state and local levels. Information varies as to the agenda of each particular agency, whether it is health and welfare, national defense or agricultural sector. Conflicting information can hinder the farmer in selecting the appropriate factors for all parties concerned. Without a basic understanding of where the farmer stands in sovereignty (capability of production to meet local need), security (sufficient, healthy, nutritious, culturally acceptable food) and safety (best practices for disease and pathogen free and controlling for current and future bio-terrorism/national, state and local concerns), those in the food production arena can work at cross purposes and defeat the goals of a sustainable agricultural operation.

**Beef Production and Climate Change: The Industry Response**

Douglas H. Constance, Sam Houston State University; George Apreza, Sam Houston State University

This paper combines a sociology of agrifood conceptual framework with a commodity system methodology to investigate the controversy over the relationship between industrial beef production and climate change. The food, energy and financial crises of 2007-2008 triggered a re-evaluation of the sustainabilities of the global agrifood system. It is now generally accepted that that the industrial agrifood system is unsustainable. Recent reports indicate that agriculture contributes about 25% of the global greenhouse gas emissions, with beef production accounting for the vast majority of the impact. This paper first documents the overall contribution of agriculture to climate change and then details the specific impacts of beef production. Then the paper focuses on the industry response to the growing critique of industrial beef production.

**Rethinking Sustainable Community Development: Incorporating Cultural and Social Capital**

Nicole Nunoo, Virginia Polytechnic Institute and State University; Robert Zabawa, Tuskegee University; Souleymane Fall, Tuskegee University; David Tackie, Tuskegee University; Joseph Essamuah-Quansah, Tuskegee University; Tasha Hargrove, Tuskegee University; Kim Niewolny, Virginia Polytechnic Institute and State University

The U.S has witnessed a rise in civil society’s involvement in local economic development, through the community development corporation movement. However, most economic development policies are largely about economics and politics, and hence community-based development are approached with a capitalistic lens devoid of cultural and social capitals as plausible indicators of a community’s viability. This paper draws on existing literature on community development to stimulate and incite discussions around the roles of social capital and cultural capital and further explores their implications for community development. Data for this research were obtained from a larger study that assessed capital distribution within Alabama using Flora’s community capitals framework. Indicators for the capitals were
aggregated using Geographic Information Systems (GIS). Much widely accepted knowledge about community development are based on economic and capitalistic methodologies, this study questions some approaches to local economic development and proposes a social and cultural approach to community development.

Utilizing community diagnostics data to examine community development and vitality: A rural case study
Abigail Borron, Catherine Jones, Maria Martinez, Anna Strickland, Keith Atkins, Kevan Lamm, & Katie Sanders – University of Georgia

Establishing a baseline set of community data, which include individuals’ perceptions of their community and their perceived ability within their community, can be a valuable starting point for examining efforts targeting community development and local programming efforts. Such data can be collected through the Community Diagnostics + Social ImpactTM (CD+SI) survey tool. This presentation provides an overview of a case study conducted in rural Hart County, Georgia, that utilized CD+SI data to guide the development and facilitation of two focus groups; (1) local volunteers, and (2) local leaders. While both focus groups demonstrated a strong alliance to where the county is headed in development efforts, and identified key areas of need and disparity among low-income residents, both demonstrated distinct differences in how efforts should move forward. Such differences will be discussed further, as well as how CD+SI can serve as a platform upon which community-based initiatives can be founded.

Are They Ready? Assessing Community Resilience in a Rural Florida County
Angela B. Lindsey, University of Florida; Dale Pracht, University of Florida; Randall Cantrell, University of Florida

Madison County Florida is in the Florida Panhandle with a current population of 19,224 and five districts. The Madison County Development Council (MCDC) has been working the past two decades to advance a visioning plan which has included University of Florida-facilitated community forums and the development of strategic directions for the county. The forums happened in 1997, 2008, and most recently in March 2019. Given the devastation from Hurricane Michael in nearby rural counties in 2018, researchers were interested in utilizing data to evaluate Madison County’s resilience to a disaster using the Communities Advancing Resilience Toolkit (CART) application. The CART application utilizes assessment, group processes and planning to improve resilience within a community. This content analysis is the first step in a multi-step research project to determine resilience to disasters in Madison County, FL. Results indicated a need to focus on development of emergency management plan and training.

Anne Cafer, University of Mississippi; Jasmine Nyugen, University of Mississippi; James Hawkins, University of Mississippi; Anna Conner, University of Mississippi; Emily Shy, University of Mississippi

Adaptive capacity is a critical component of community and regional resilience. The adaptive capacities of people and their organizations to strategically enhance, expand, and use those assets are often underdeveloped. This research examines resilience building efforts in Quitman County, MS. As a Delta community, Quitman County is increasingly exposed to the dangers and destruction of flooding (Gillette, 2018). This effects infrastructure, public services, and outdated water systems. To complicate the nature and impact of these disaster episodes this Delta community is predominately African American (70%) with 40% of the population below the poverty level, making accessing power structures and infrastructure
dollars challenging (ACS, 2019). This research used fuzzy cognitive mapping to engaged a range of stakeholders in individual and community cognitive mapping of resilience within the county. This provided key insights into the major actors and institutions that contribute or hinder resilience building process in this rural Southern community.

Neoclassical Economics Dismissal of the Collective in Cooperatives: Producing conceptual absence with “vaguely defined property rights”
Tom Gray, USDA, Co-op. Programs & Co-op Center, University of Saskatchewan

This paper is about the financial structure and capitalization of agricultural cooperatives. It is not an article directly about agricultural cooperatives and industrialization, merger, strategic alliance, concentration and centralization, and globalization. It is a more modest work about the neoclassical economics discourse of cooperative finance, with particular attention given to the construct “vaguely defined property rights”. The purpose of this article is to deconstruct this term by examining the concrete formative structuring of agricultural cooperatives, as cooperatives were formed in the early first half of the 20th century in the US. (and how this structuring is carried forth in derivative form to the present day). The construct “vaguely defined property rights” is an expression of the organizing rationale of neoclassical economics itself, as this view reaches the concrete limit of historical financial structures of cooperatives, what it can intellectually specify and appropriate (and what it can not,) given its individualizing perspective.

Follow-up contact effectiveness in social surveys: An analysis of survey contact protocols
Glenn D. Israel, University of Florida, Gainesville; Harsha Elizabeth James, University of Florida, Gainesville

Follow-up contacts are used in survey research to reduce nonresponse bias by recruiting respondents with characteristics different from early respondents and improve the power of the study by increasing the sample size. While several studies have focused on reducing nonresponse bias with mixed results, the effect of follow-up contacts on sample characteristics and the observed relationships is an unexplored area, especially for mixed-mode protocols. This study explores the effect of web/mail mixed-mode systems over a series of five contacts. A group of respondents, who provided email and mail contact information, were randomly assigned to one unimode (all mail) and two mixed-mode (web/mail) treatment groups, as part of the experimental design. One mail, followed by two emails and two mails, constituted one mixed-mode treatment group, whereas the other one consisted of three email contacts, followed by two mails. The percentage and chi-square analysis of the demographic data was carried out to find out the difference in sample characteristics over the five contacts. Most of the sample characteristics showed no significant variation across the contacts, except age and employment. A Pearson’s correlation analysis of demographic and service utilization data to find out the observed relationships over five contacts revealed variations in statistically significant correlations across the waves based on the type of treatment used. Given the absence of a clear pattern to changes in respondent characteristics and correlations across the contacts, we suggest that using larger sample size and fewer follow-up contacts will be more cost-effective.

More than Altruism: An Examination of Dr. Martin Luther King Jr.’s Involvement in the Chicago Campaign and Protest of the Vietnam War
Stephanie Poiroux, University of Mississippi; Dr. Willa Johnson, University of Mississippi

This mix-method content analysis investigates whether Dr. Martin Luther King Jr.’s writings reflect altruism by examining 60 of King’s sermons, speeches, letters, newspaper statements, and telegrams about the Chicago Campaign and the Vietnam War over two separate two-year periods. King’s
documents were scored based on the Altruistic Personality Scale for Leaders and Protest, which incorporated characteristics of passive and active bystanders identified by psychology scholars. After analyzing the range, complexity, and density of King’s altruism, this study shows that his writings concerning his involvement in the Chicago Campaign and protest of the Vietnam War were moderately altruistic. A changing social structure of the northern cities emerged by addressing three major social issues: education, employment, and housing. The effects of such a movement when considered together with events such as the Poor People’s Campaign portend change for people of color and for the country as a whole.

**Prolegomena to an Integrated Field Theory**  
D. Clayton Smith, Western Kentucky University

Over the last hundred years, social scientists have proposed various versions of what is now commonly known as field theory. These scholars have remained, on the whole, ignorant of each other’s existence, inhibiting the advancement of both theory and practice. Recently Fligstein and McAdam integrated the work that occurred in social movements and organizational theory into a general theory of strategic action fields. However, they failed to recognize and integrate at least three other bodies of field theory scholarship: a) the social worlds theory of Cressey, Strauss and their students; b) the interactional field theory of Kaufman, Wilkinson and their students, and c) Lakatos’s scientific research programmes. In this paper, I offer a brief sketch of a general, integrated theory of social fields. I will discuss the main elements of the theory and delineate some benefits of such an integrated field theory to rural community research.

**Building Participation among College Students for the 2020 Census**  
Jamiko Deleveaux, University of Mississippi; Randy Morgan, University of Mississippi

College students are traditionally underrepresented in censuses, a pattern the State Data Center of Mississippi sought to combat. The University of Mississippi’s 2010 Census participation rate was 58% while Lafayette County’s participation rate was 68%, well below the national average of 72%. Using community based research approaches, the Center engaged various community and university stakeholders to inform, promote, and raise college student awareness of the 2020 Census. This research shares the best practices learnt to date about raising awareness among college students. Initial key findings indicate that social media usage, empowerment of students, and content creation all positively contribute to increasing awareness and participation in the 2020 Census. Additionally, the study seeks to learn how to implement key findings to continue building awareness for future censuses. These lessons become important as college campuses increasingly grow as economic, social, and political conduits for towns and counties across the United States.

**Place-based Determinants Impacting the Spatial Distribution of Overdose Across Kentucky Counties: An Exploratory Analysis**  
Cameron McAlister, University of Kentucky; Julie N. Zimmerman, University of Kentucky; Janet P. Stamatel, University of Kentucky

This paper examines place-based factors contributing to county level overdose rates (both fatal and nonfatal) using all 120 Kentucky counties as an exploratory study. The purpose of this study is to utilize a theoretically driven approach to rurality to explore the spatiality of overdose across the heterogeneity of rural places. This will examine the role of place-based characteristics associated with three different approaches to rurality. In particular, it will examine the relative importance of economic characteristics, institutional capacity, changes in quality of place over time, and how these compare to the state and urban areas. The proposed research will examine: (1) characteristics and trends explaining the heterogeneity of overdose rates across rural areas, and (2) rural-urban differences explaining overdose rates.
Does it Really Cost Less to Live in a Rural Area? Evidence from Kentucky
Julie N. Zimmerman, University of Kentucky; Karen Rignall, University of Kentucky; Cameron McAlister, University of Kentucky

A widely held presumption about rural life is that everything costs less. In support, costs associated with living in cities such as New York or Los Angeles are often cited. Forgotten is that costs in these cities are higher compared to most other cities, much less rural areas. Asking the question: “If someone bought the same thing in a rural and in an urban area, would they pay the same price?” the Rural Price Project worked with community groups to collect local prices using the same specifications as the National Cost of Living Index (COLI). The results indicated that when prices of the same products and services were compared, there was no consistent pattern of lower prices in the rural counties. The study also revealed how additional costs not accounted for in the national methodology raised the cost of rural living irrespective of price comparisons.

The Journal of Rural Social Sciences: Evolution and Future Prospects
John J. Green, University of Mississippi Center for Population Studies; Elizabeth Young Sweeney, University of Mississippi Center for Population Studies

Originally published in 1983 under the title Southern Rural Sociology, the Southern Rural Sociological Association’s Journal of Rural Social Sciences (JRSS) has been an important avenue for communicating research on a range of important topics. JRSS is serving a critical role now in this digital age, as it is an open-access publication based on a long history of strong scholarship. In this presentation, we will summarize some of the important achievements and changes over the journal’s history, followed by discussion of recent and planned changes with the editorial office and team located in the University of Mississippi’s Center for Population Studies.
**Posters**

**Beyond the Dinner Table: Immigrant Labor in Poultry Processing**  
Jayla Perry, Sam Houston State University; Jin Young Choi, Sam Houston State University  

The poultry processing industry has very high turnover rate, and has been always in need of low-skilled, cheap labor. The industry often hires minority and immigrants, in particular undocumented immigrants, to meet the labor needs. Despite the hostile dialogue about immigration and raids on unauthorized workers, the industry still recruits undocumented workers from various parts of Central and South America and other places. In this study, we examined the differential impacts of the ICE raids in poultry plants. We reviewed the media reports and government and NGO documents under the current administration related to the recruitment and hiring practices of undocumented immigrants in the poultry industry, in particular the differential consequences for employers and employees. The results showed that employers and employees experienced different levels of impacts: far greater consequences in risk of deportation, inditement, and loss of economic income for workers, while employers received small fines and in rare instances business sanctions.

**After the Harvest: Results of Food Safety Issues**  
Cynthia Rice, Kentucky State University; Buddhi Gyawali, Kentucky State University; Marion Simon, Kentucky State University; Shawn Lucas, Kentucky State University; Leigh Whittinghill, Kentucky State University  

After the harvest is gathered, a farmer's due diligence must continue as their products travel to consumers. Storage, sanitation, transportation, reasonable care and documentation still needs to occur in order to provide the best product from agricultural operations. A survey which had up 131 farmers across various demographic classifications anonymously responding as applicable focused on honest responses even if their answers may place them in a less than favorable light. The responses will help to identify what farmers know and what they “think” on certain practices and issues and help guide research and outreach to provide information and direction on these issues. As farmers are met with new regulations and legal requirements they can already be on the road for compliance with early identification of issues impacting their continued operations. Development of education and training can be addressed by determining what farmers’ level of food safety knowledge.

**Are Rural Schools Doing Enough?: Addressing Mental Health Issues of High School Students**  
Erika Minnix, Sam Houston State University; Jin Young Choi, Sam Houston State University  

High school students are at a higher risk of mental health issues. There are differences in prevalence of mental health issues and coping strategies between rural and urban high school students. In rural communities, in particular, mental health issues are often neglected. Many students who suffer from mental health issues in rural areas do not receive the proper interventions they need. Schools, as a primary setting that students spend the majority of their time, can play important roles in preventing and reducing the development of serious mental illnesses. Schools can identify students with symptoms of mental illness and provide basic intervention before the problem escalates. This study describes the existing mental health interventions in rural high schools and examines the effectiveness of those interventions and the major challenges that rural high schools face to address their students’ mental health issues. Policy issues are also discussed.

**Exploring diversity in healthcare leadership**  
Katherine Counts, University of Kentucky
The racial and ethnic composition of the US population is becoming increasingly more diverse. The 2010 US Census reported a 29% increase in minority groups other than non-Hispanic Whites. In response to these changing demographics, healthcare organizations have struggled to keep pace with these trends in their hiring of a diverse staff. Healthcare leaders appear to be lagging in their efforts to make adequate changes to increase diversity in their organizations. What factors may be contributing to this inequity?

One possible explanation is healthcare leaders’ lack of understanding of cultural intelligence and/or cultural humility. This presentation will compare perspectives on these two constructs as vital factors in developing current and future healthcare leaders. Initial conversations with university-based healthcare leaders shed light on the need to understand the value placed on creating a diverse team and the role that cultural understanding plays in understanding and working with others who are different from ourselves.

Farmer’s concerns and practices: Responses of farmers on current issues
Cynthia Rice, Kentucky State University; Buddhi Gyawali, Kentucky State University; Marion Simon, Kentucky State University; Shawn Lucas, Kentucky State University; Leigh Whittinghill, Kentucky State University

Farming is changing in America. Complex practices which require documentation infringe on a farmer’s available time even more so if the farmer is not aware of what may need to be documented. Added onto that are issues with disease, pathogens, invasive plants and insects and protection against their intrusion onto their land. Defending against possible legal retribution by appropriate and adequate documentation and adaptation of best management practices can lead to a paper nightmare for farmers, especially if there is no standard or template for the farmer. A survey of up to 131 farmers answering as applicable help to create a starting point on general farmer knowledge of some of the current issues. The farmer’s perceived knowledge can lead to identification of what practices need to be presented to farmers in a training or educational setting. Development of printed or oral media can prepare today’s farmers for future requirements.

Food Justice through the Youth Scholar Enhancement Program
Nathaniel Messer, University of Kentucky

The James Hill Sr., Youth Scholar Enhancement Program (YSEP) provided an invaluable opportunity to do participatory food justice research. As a research assistant in a multi-state Southern Sustainable Agriculture Research and Education Grant, I played an integral role in qualitative data collection. I gained experience in facilitating interviews with key stakeholders of a Kentucky food justice organization as well as transcribing and coding data. Additionally, I conducted participatory observations at their local food markets (rural and urban). Lessons learned from the YSPE program included varying perceptions, the removal of comfort zones, communication challenges, and creating deep relationships. Participating in the program not only gave me skills in research methods, but also helped me transition to an extended undergraduate research assistantship on the project. The social science skills and general knowledge gained through this program benefit me personally and contribute critical new insights to the growing field of food justice.

Outreach and Community Engagement for the 2020 Census: Insights from Mississippi and Beyond
John J. Green, University of Mississippi; Lynn Woo, University of Mississippi; Heather Hanna, Mississippi State University; Steve Turner, Southern Rural Development Center/Mississippi State University

Decennial Census data are important for political apportionment, funding allocation, policy planning, and serving as the basis for a wide ranging set of social, economic, and health programs and indicators. Although it is constitutionally mandated, there is variation in actual participation rates, and many of the hardest to count areas are notable because of their socioeconomic characteristics. The US Census Bureau,
policy makers, public agencies, data users, and diverse stakeholders are directing attention towards places and groups considered difficult to count because of historic participation rates and contemporary characteristics. A growing body of research demonstrates the challenges to achieving complete census counts, and there are numerous national, state, and community efforts to address such problems. This poster will focus on the extant research on both challenges and opportunities for Decennial Census participation, and discuss ways we have been working with organizations to inform public outreach and community engagement.

The Farm (Family) Dog: Is this a new social issue?
Marion Simon, Kentucky State University; Shelley Spiggle, Kentucky State University

What happens when the older farmer retires or loses a spouse? With the rapidly expanding older population, particularly in farming or remote areas, older people are living on their own. They are subject to loneliness and the lack of companionship which can lead to depression, lack of activity, mental stress, or insecurity. What can help? The U.S. News and World Report (Moeller, Phillip, Jan. 7, 2010) indicates that the family pet serves many functions for older and retired persons. They provide companionship and replace loneliness that can lead to depreciation and physical problems. They help to reduce the owner’s stress and blood pressure. Dogs, in particular, mold their schedule and personality to the owner and are always available. Dogs require daily feeding, scheduling, and physical exercise giving the owner responsibilities. They stimulate social activities with service professionals and other pet owners. And, they provide a sense of security and safety.

Working with Limited-Resource Future Homeowners
Edwin Chavous, Kentucky State University; Marion Simon, Kentucky State University

It is the dream of most farm families to own their own home. But many limited-resource families cannot afford to buy houses, to make needed home repairs, or cannot become credit worthy enough for bank financing. Most do not know the services, cost-shares, and potential financing opportunities that are available to them. With over twenty years of working in the rural housing area, there are techniques and agencies that can be used to assist these families to obtain safe housing. The poster outlines some of these techniques.

Using Agriculture Production and Food Safety Demonstrations to Develop Leaders: Case Study of Four African American Farmers
Marion Simon, Kentucky State University; Tehran Jewell, Kentucky State University

As the Kentucky State University Extension Agent provided one-on-one education on production and food safety, four farmers emerged as local, state, even national, leaders. Cases 1 and 2: These two farmers, brothers, graduated from the 1890 Small Farmer Leadership Institute and became involved in local marketing and local food systems. They implemented numerous value-added products to the family’s grass-based dairy farm, plus added a farmers’ market and a restaurant in downtown Louisville. They were invited to, and attended, Ms. Michelle O’Bama’s Local Foods National Meeting in Washington, D.C. The USDA-NRCS Agency awarded this family the “Small Farmer of the Year in Kentucky Award.” Case 3: This farmer produces aquaculture, grains, vegetables, and numerous crops. He is now politically active in the Kentucky Legislature and a leader among African Americans in Kentucky. Case 4: This farmer focuses on urban farming and urban agriculture. She has added numerous technologies, including high tunnels. She currently serves on the Kentucky State Extension Council, the Kentucky State University Land Grant Program’s Advisory Council, has spoken and traveled internationally, and is active in the Kentucky Women in Agriculture.
A New Taste of Rehab
Laura Rogers and Marion Simon, Kentucky State University

What “out-of-the-bee-box” thinking can be used to help prisoners, inmates, and persons in drug and alcohol abuse rehabilitation. Teaching honeybee and honey production is helping drug and alcohol addicts in the Sky Hope Recovery Center, Pulaski County, KY, to learn to cope with their surroundings and improve their lives. Likewise, teaching beekeeping and honey production to soon to be released prisoners at the Big Sandy Federal Prison, Martin County, KY, and at the Pulaski County Jail helps them to learn a marketable trade that can be used on their farms, or at their homes, when they are released. They love the taste of honey, and honey is used to help them to learn and to pay attention to their Extension lessons and to think positively about their upcoming release.

Socially Disadvantaged Groups (SDG): Identification, Technical Assistance, Service and Education with Pathways to SDG Populations
Buddhi Gyawali, Cynthia Rice, and Marion Simon, Kentucky State University

The identification of the SDG population, methods used to service them and support in their farm operations was part of a grant from Rural Development under the United States Department of Agriculture (USDA). The poster highlights pathways and venues used and programs under various entities (both public and private sectors) along with different problems encountered and success rate of the different activities. We discuss possible solutions to advert problems encountered and lessons learned about dealing with sub-populations of the farming community. Identification of the types of farmers such as small, limited resource, minority farmers, and type of operations, legal constraints, and issues which might constrain successful farm operations will be discussed. We found that farmers in general are diverse in their operations and encounter a multitude of issues with no “one size fit all” solution.

Using Drones to Assist with Small Farm Management
William Rogers and Marion Simon, Kentucky State University

Drones can be very helpful to small farmers. They are becoming affordable for about everyone. They can not only be used for field and soil mapping and evaluation, they can also be used for checking on livestock. Use of a drone by part-time farmers to check their farm, fences and livestock, saves time. And when you save time, you save money. They also help farmers to remain in a safety zone when checking rough to handle livestock, for example: cows when calving. County agents with a U.S.A. Remote Pilot’s license are legally approved to teach the use of drones to farmers and 4-H members. William will discuss how he teaches farmers and youth to safely and effectively use drones.