

*Southern Rural Sociological Association  
Annual Meeting*



*“Social Justice Praxis, Community Development and  
Building Resilient Communities in the Rural South”*

*February 5<sup>th</sup> – 6<sup>th</sup>, 2023  
Oklahoma City, Oklahoma*

*Concurrent with the Southern Association of Agricultural Scientists (SAAS)*

# ***“Social Justice Praxis, Community Development and Building Resilient Communities in the Rural South”***

**President Anne Cafer, University of Mississippi**

Social justice is a critical and increasingly utilized frame for organizing scholarly endeavors. As such it is important for scholarly communities, such as the Southern Rural Sociological Association, to have meaningful conversations about the implications of social justice activities in their praxis. To pursue a social justice mission, is to, conceptually, level the playing field for society’s participants. This is done by ensuring both good and bad experiences are equally distributed across members of society and that the political processes that dictate these experiences are accessible to all members of the society. This equitable access ensures democratized, or equal, decision-making. While there are many forms of social justice-oriented work, community development (CD) provides a compelling avenue for pursuing social justice in a way that achieves, simultaneously, scholarly and community-derived goals. CD within scholarly arenas is often pursued as a form of participatory action research or community-based participatory research. This type of participatory community research is shaped by numerous critical theories (e.g. Marx, Du Bois), prioritizes community autonomy, agency, authority, and expertise, and works against hegemonic ideologies. The Southern Rural Sociological Association (SRSA) 2023 Annual Meeting calls for all forms of scholarly work, but particularly for those works that examine the role of scholarship in supporting community social change through both empirically and theoretically diverse lenses. Additionally, SRSA anticipates papers and panels that discuss the potential risks to communities by social justice-oriented work and welcomes those works that engage critically with emerging themes in social justice and community development. Understanding the role of scholars in supporting community-driven development through equitable partnership and community-led research process is critical to building stronger, more resilient communities in the rural South.

## Program at a Glance

### Abbreviations

Rooms: North Prefunction, Five Moons 6, Five Moons 7, Five Moons 4, Oklahoma Station Ballroom 7, Oklahoma Station 3, Scissortail Terrace/Prefunction

#### Organizations

Southern Association of Agricultural Scientists: SAAS

Southern Rural Sociological Association: SRSA

Note: All SRSA members are invited to attend SAAS sessions

Meeting room floor plan (see photos end of program):

<https://www.saasinc.org/meeting-room-floor-diagrams>

### Sunday, February 5, 2023

Day and Time	Location	Session Number and Title
7:45 am–3:00 pm	North Prefunction	Registration and Poster Set-Up (after 9:00 am for posters)
8:00 am–9:00 am	Five Moons 6	SRSA Executive Committee
9:15 am–10:30 am	Five Moons 6	1: Resource Access and Its Impact on Rural Communities
10:45 am–12:00 pm	Five Moons 6	2: What We Can Do: Action & Development
12:00 pm–1:00 pm		Lunch (on your own)
1:00 pm–2:15 pm	Five Moons 6	Panel 1: Intentional Attention: Elevating Voices to Revitalize Oklahoma's Historical All-Black Towns
	Five Moons 7	3: Fighting for Equity
2:30 pm–3:45 pm	Five Moons 6	Panel 2: Southern SARE (USDA/Sustainable Agriculture Research Education) Workshop
	Five Moons 7	4: Community Health in Rural Populations
	Oklahoma Station 3	SAAS Board Meeting (2:30–3:30pm)
4:00 pm–5:00pm	Oklahoma Station 3	SAAS General Business Meeting
5:00pm	Scissortail Terrace/Prefunction	SAAS Opening Social

## **Monday, February 6, 2023**

<b>Day and Time</b>	<b>Location</b>	<b>Session Number and Title</b>
7:45 am–3:00 pm	North Prefunction	Registration and Poster Set-Up
8:15 am–9:30 am	Five Moons 6	5: Ways of Expansion
	Five Moons 7	6: Restorative Justice
9:45 am–11:00 am	Five Moons 6	Panel 3: Climate Change, Adaption, and Pursuit of Sustainable Possibilities: Interactive Dialogue on Roles for Social Scientists
11:30 am–1:00 pm	Oklahoma Station Ballroom 7	SRSA Awards Luncheon and Presidential Address
1:15 pm–2:30 pm	Five Moons 6	Panel 4: Rural Population Health and Aging: An Introduction and Facilitated Dialogue Session for Collaborative Research
	Five Moons 7	7: Building Better Communities
2:45 pm–3:45 pm	Five Moons 4	Poster session and Presidential Reception
3:45 pm–4:45 pm	Five Moons 6	SRSA Business Meeting (all members encouraged to attend)
4:45 pm–5:30 pm	Five Moons 6	SRSA Executive Council Meeting

## Detailed Program

### Sunday, February 5, 2023

7:45 am–3:00 pm, North Prefunction: Registration and Poster Set-Up (after 9:00 am for posters)

8:00 am–9:00 am: SRSA Executive Committee, Five Moons 6

9:15 am–10:30 am: Five Moons 6 Session 1 – Resource Access and Its Impact on Rural Communities

Moderator: Russ Garner, Communities Unlimited

Barriers Faced by Socially Disadvantaged Farmers and Ranchers and Access to Capital and Food Insecurity—Policy Center Research Analyst Update

*Kara A. Woods, Ph.D., SDFR Policy Research Center*

A Spatial and Historical Analysis of Plumbing Hardship in the United States from 1940 to 2020

*Madelyn Verno, The University of Oklahoma; Stephen Gasteyer, Michigan State University; J. Tom Mueller, The University of Oklahoma*

Casinos and Land Cover Use Changes in Rural Oklahoma Counties, 2001-2019

*Matthew S. Loflin, University of Oklahoma*

10:45 am–12:00 pm, Five Moons 6: Session 2 – What We Can Do: Action & Development

Moderator: Buddhi Gyawali, Kentucky State University

Climate Change Perceptions and Agricultural Adaptability Strategies: A Mixed Methods Study in Rural Peru

*Rafael Landaverde, Texas A&M University; Mary T. Rodriguez, Jera Niewoehner-Green and Tracy Kitchel, The Ohio State University; Jaqueline Chuquillanqui, Zamorano University*

In Search of Community Development in Cooperative Extension: The Case of the Missing Community

*Abigail Almendarez, Sam Houston State University; Gene L. Theodori, Sam Houston State University*

A Needs Assessment of Rural Youth Civic Leadership and Mentorship in a Southwestern Oklahoma County

*Taylor Shackelford, Oklahoma State University; Lauren Lewis Cline, Oklahoma State University; J. Shane Robinson, Oklahoma State University*

An Extension Needs Assessment for Improving Food Access to Build Resilient Rural Communities

*Catherine E. Sanders, University of Georgia; Tatevik Markosyan, University of Georgia; Alexa J. Lamm, University of Georgia*

12:00 pm–1:00 pm: Lunch (on your own)

1:00 pm–2:15 pm, Five Moons 6: Panel 1 – Intentional Attention: Elevating Voices to Revitalize Oklahoma’s Historical All-Black Towns

Facilitators:

Courtney P. Brown, Oklahoma State University

James Arati, Langston University

Lauren L. Cline, Oklahoma State University

1:00 pm–2:15 pm, Five Moons 7: Session 3 – Fighting for Equity

Moderator: Chinonso Etumnu, Kentucky State University

Co-op Member Stress, Problematic Solidarity and Recommendations from Dairy

*Thomas Gray, USDA, Program on Co-operatives*

Blessings and Hard Work: White Farmers’ Understandings of Success

*Kelli Russell, Auburn University*

The Interaction of Gender and Region of Residence on Nutrition Among Children Under Five in Nigeria

*Aramide Kazeem, The University of West Georgia; John M. Musalia, Western Kentucky University*

Silence, Ambiguity, and Consciousness in Brazil’s Racial Capitalism

*Ian Carrillo, University of Oklahoma*

The Differential Impact of Heirs Property within the City of a Small Southern Town

*Obianuju Egiebor, Tuskegee University; Robert Zabawa, Tuskegee University*

2:30 pm–3:45 pm, Five Moons 6: Panel 2 – Southern SARE (USDA/Sustainable Agricultural Research Education) Workshop

Facilitators:

Douglas H. Constance, Sam Houston State University

Jeff Jordan, University of Georgia-Griffin

Candance Pollack-Moore, University of Georgia-Griffin

David Redhage-Kerr, Center for Sustainable Agriculture

Brennan Washington, Fort Valley State University

Daramonifah Cooper, University of Georgia-Griffin

2:30 pm–3:45 pm, Five Moons 7: Session 4 – Community Health in Rural Populations

Moderator: Keiko Tanaka, University of Kentucky

The Dark House: The Health Impacts of Heirs’ Property Housing Across the Rural South

*Rebecca Mosier, University of Oklahoma; Ryan Thomson, Auburn University*

The Travel Independent Contractor and the Impact on Rural Healthcare

*Rebecca Mosier, University of Oklahoma*

Determining Reach and Uptake of an Extension-Based Health Promotion Project in the Wake of COVID-19

*Saher J. Dossani, University of Georgia; Catherine E. Sanders, University of Georgia; Alexa J. Lamm, University of Georgia*

Rurality Across the World: An Exploration of Access to Physicians in the Rural United States and Applications Abroad

*Edith-Marie Green, University of Mississippi*

Using Cognitive Dissonance to Evaluate Impact: Implications for Health Promotion Extension Initiatives in Rural Communities

*Tatevik Markosyan, University of Georgia; Catherine E. Sanders, University of Georgia; Alexa J. Lamm, University of Georgia*

2:30 pm–3:30 pm Oklahoma Station 3 SAAS Board Meeting

4:00 pm–4:15 pm Oklahoma Station 3 SAAS General Business Meeting

4:30 pm Scissortail Terrace/Prefunction SAAS Opening Social

### **Monday, February 6, 2023**

7:45 am–3:00 pm, North Prefunction: Registration and Poster Set-Up

8:15 am–9:30 am, Five Moons 6: Session 5 – Ways of Expansion

Moderator: Kelli Russell, Auburn University

Increasing Resilient Organic Production in the Mid-South Region

*Srivastava Garima, University of Missouri; Stephen Mukembo, University of Missouri; Mary Hendrickson, University of Missouri; Kerry Clark, University of Missouri; and David Redhage, Kerr Center*

Community Based Infrastructure Planning

*Jillian Morrison, University of Mississippi; Velma Wilson, Quitman County Economic & Tourism Director; Otis Jones, Former Quitman County Administrator, Matthew Hancock, University of Mississippi; Anne Cafer, University of Mississippi*

Fuzzy Cognitive Mapping and Community Resilience Among Mississippi Delta Horticultural Farmers

*Natalie Minton, The University of Mississippi; Anne Cafer, The University of Mississippi; Meagen Rosenthal, The University of Mississippi*

8:15 am–9:30 am, Five Moons 7: Session 6 – Restorative Justice

Moderator: Eleanor M. Green, University of Mississippi

Agricultural Producers Associations as Coping Strategies for the COVID-19 Pandemic in Honduras

*Juan Xavier Ulluguari, Zamorano University; Rafael Landaverde, Texas A&M University; Arie Sanders, Zamorano University*

Collective Agency as Social Justice Praxis: Black Farmer Organizer Perspectives

*Nicole Nunoo, Virginia Tech; Kim Niewolny, Virginia Tech*

Using Poetic Dialogues as a Focus Group Analysis to Highlight Collective Identity for Culturally responsive Evaluation

*Catherine E. Sanders, University of Georgia; Alexa J. Lamm, University of Georgia; Jori Hall, University of Georgia; Abigail Borron, University of Georgia; Maria Navarro, University of Georgia; James Anderson, University of Georgia*

9:45 am–11:00 am, Five Moons 6: Panel 3 – Climate Change, Adaption, and Pursuit of Sustainable Possibilities: Interactive Dialogue on Roles for Social Scientists

Facilitators:

John J. Green, Southern Rural Development Center

Gary A. Thompson, Southern Association of Agricultural Experiment Station Directors

11:30 am–1:00 pm, Oklahoma Station Ballroom 7: SRSA Awards Luncheon and Presidential Address: “Social Justice Praxis, Community Development and Building Resilient Communities in the Rural South” Dr. Anne Cafer, University of Mississippi

1:15 pm–2:30 pm, Five Moons 6: Panel 4 – Rural Population Health and Aging: An Introduction and Facilitated Dialogue Session for Collaborative Research

Facilitators:

John J. Green, Southern Rural Development Center

Leif Jensen, The Pennsylvania State University

Shannon Monnat, Syracuse University

1:15 pm–2:30 pm, Five Moons 7: Session 7 – Building Better Communities

Moderator: Marcus Bernard, Kentucky State University

Rewriting the Narrative: A Portrait of Leadership in a Rural Oklahoma Community

*Anthony C. Caruso, Oklahoma State University; Lauren Lewis Cline, Oklahoma State University;*

*Audrey E. H. King, Oklahoma State University*

Loopholes of Disadvantage: Heirs' Property and Food Deserts

*Jihyun Shin and Ryan Thomson, Auburn University*

Smartphones for Smart Agriculture: A Pilot Study with Women Farmers in Uganda

*Meikah Dado, Texas A&M University; Ryan Staples, Ford Motor Company; Jack Elliot, Texas A&M University; Rafael Landaverde, Texas A&M University*

Cost Reducing Technologies to Sustain Minority Farmers in Small-Scale Urban Gardening

*Lila Karki, University of Maryland Eastern Shore, MD; Prem Bhandari, Global Research Initiative, MI*



2:45 pm–3:45 pm, Five Moons 4: Poster Session and Presidential Reception

Title	Author(s)
Extension-based Health Communication: Does Digital Media Reach Rural Populations?	Kristin E. Gibson, University of Georgia; Alexa J. Lamm, University of Georgia
Framing Messages to Improve Health Interventions in Rural Areas: A Fear Appeal Approach	Kristin E. Gibson, University of Georgia; Allison R. Fortner, University of Georgia; Alexa J. Lamm, University of Georgia
Learning Through Growing: Autoethnographic Snapshots from a Small Farm	Eleanor M. Green, University of Mississippi; John J. Green, Southern Rural Development Center
A Community Based Approach to Deter Childhood Obesity in Title 1 Schools	Dreamal Worthen, FAMU; Conchita Newman, FAMU; Saungaylia Randolph, FAMU; Sarah L. Price, FAMU
The Effects of COVID-19 on Asian Food Entrepreneurs in the Bluegrass, Kentucky	Ballengee, Victoria, Nick Clark, Keaton Connor, Jenny Heyn, Jackson Lalonde, Anna Luu, Molly Merchant, Jacquelyn Wilder and Keiko Tanaka, University of Kentucky
Rural Sociology’s Hidden History of Race, Racism, and Social Justice	Julie Zimmerman, University of Kentucky Rural Sociological Society Historian
Technology Use in Small and Medium-Sized Kentucky Farms	B. R. Gyawali, Sujeet Acharya, Cynthia Rice, Kabita Paudel, Suraj KC, Amrit Nepal, Kentucky State University

3:45 pm–4:45 pm, Five Moons 6: SRSA Business Meeting (all attendees encouraged to attend)

4:45 pm–5:30 pm, Five Moons 6: SRSA Executive Council Meeting

## Southern Rural Sociology Officers 2022-2023



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## Abstracts

### Presentations and Panel

#### Resource Access and Its Impact on Rural Communities

Barriers faced by Socially Disadvantaged Farmers and Ranchers and Access to Capital and Food Insecurity—Policy Center Research Analyst Update

*Kara A. Woods, Ph.D., SDFR Policy Research Center*

The Research Analyst from The Socially Disadvantaged Farmers and Ranchers Policy Research Center (The Policy Center) will provide an update on the work on ongoing research projects dealing with access to capital for Black and other SDFRs. Access to capital has a significant impact on potential short-term income and long-term wealth creation among African American socially disadvantaged farmers, landowners, families, and communities. The discussion will provide impactful data highlighting the effects of access to capital on farmers, ranchers, individuals, as well as communities. The discussion will include an overview of the varying research projects methods, data analysis, and recommendations for the 2023 Farm Bill.

A Spatial and Historical Analysis of Plumbing Hardship in the United States from 1940 to 2020

*Madelyn Verno, The University of Oklahoma; Stephen Gasteyer, Michigan State University; J. Tom Mueller, The University of Oklahoma*

While recent scholarship has drawn attention to inequities in access to water and sanitation in the United States, most research has focused on cross-sectional data from the US Census, where “access to complete plumbing facilities” can be used as a proxy indicator for extreme water access challenges. This paper uses longitudinal census data to place the discussion of access to complete plumbing in spatial and historical context. We present this data over time and assess issues of spatial inequality as it relates to regional variation, rural-urban disparities, and urbanization. Our findings indicate that major government investments in rural infrastructure from the 1940s-1970s played a significant role in diminishing the overall population lacking access to plumbing. But progress toward universal access to plumbing slowed from 1990 onward. Rural areas have always had lower access to plumbing, and urbanization may have played a smaller role in nationwide improvements than may be expected.

Casinos and Land Cover Use Changes in Rural Oklahoma Counties, 2001-2019

*Matthew S. Loflin, University of Oklahoma*

Casinos are often seen as a means of solving local economic problems. As a result, Oklahoma’s economy and state government have turned to tribal gaming as a method to grow the state’s economy and expand its tax base without raising taxes. I employ Land Cover Change Analysis and Land Cover Transition Matrices using the National Land Cover Data to to examine how casino development has influenced land cover changes in Oklahoma from 2001-2019. Preliminary analysis indicates that while significant land cover changes have occurred as a result of the development of the casino industry, these counties have experienced a population loss despite the economic opportunity presented by these industries.

#### What We Can Do: Action & Development

Climate Change Perceptions and Agricultural Adaptability Strategies: A Mixed Methods Study in Rural Peru.

*Rafael Landaverde, Texas A&M University; Mary T. Rodriguez, The Ohio State University; Jera Niewoehner-Green, The Ohio State University; Tracy Kitchel, The Ohio State University; Jaqueline Chuquillanqui; Zamorano University*

Of all Latin American countries, Peru experiences the most significant impacts of climate change on subsistence agriculture. Subsistence farmers struggle to produce under the new climate scenario and implement adaptability strategies to preserve their production. This concurrent mixed-methods study explored farmers' perceptions of climate change and documented their climate adaptability strategies in Huayhuay, Peru. Thirty farmers participated in semi-structured interviews, and 103 completed a survey questionnaire. Results demonstrated farmers noticed significant changes in rainfall and temperature patterns, extreme weather events, and the frequency of droughts. To cope with these changes, farmers implemented 26 adaptability strategies. Using improved seeds and changing planting and irrigation schedules were among the most frequently implemented strategies. However, not all adaptability strategies led to positive results. Therefore, to improve adaptability strategies, policymakers and practitioners should focus on the efficiency of such strategies rather than farmers' rate of adoption

*In Search of Community Development in Cooperative Extension: The Case of the Missing Community Abigail Almendarez, Sam Houston State University; Gene L. Theodori, Sam Houston State University*

From its inception, Extension community development has varied as a programmatic thrust from state-to-state and/or territory-to-territory. We posit that despite recent collaborative efforts to identify community development core competencies for Extension professionals and calls to establish clear strategic directions in Extension community development programming nationally, additional work is warranted. Such work will entail overcoming the paucity of shared theoretical perspectives and operational definitions of the concepts of community and/or community development. In this study, we examined the ways in which the terms "community" and "community development" are used and/or defined on each state's/territory's Extension website(s). Then, using the community capitals model, we sorted each state's/territory's Extension community development programs into one or more of the seven types of capital as determined by the information presented on its website. A brief review of the history of community development in Extension is also presented, as are implications of our findings.

*A Needs Assessment of Rural Youth Civic Leadership and Mentorship in a Southwestern Oklahoma County*

*Taylor Shackelford, Oklahoma State University; Lauren Lewis Cline, Oklahoma State University; J. Shane Robinson, Oklahoma State University*

Our county of focus in rural Southwestern Oklahoma exhibits high rates of government subsistence, challenges in citizen health, and insolvent social capital opportunities, with a singular non-profit to carry the burden of civic engagement and leadership. Yet, civics education does not exist in Oklahoma State Standards of Social Studies Curriculum past the 7th grade to inform future civic leaders. This needs assessment sought to understand the necessary knowledge and skills of rural youth and mentors to make positive changes and decisions in this community. Twelve categories emerged from the data related to youth needs (civics, communications, critical thinking and problem solving, cultural competency, decision-making, and leadership) and mentorship needs (coaching, ethics and values, leadership capacity, level of community engagement, personal behavior, and youth partnerships). We then conducted a participatory symposium in the rural community to discuss findings and develop a future youth civic leadership program to address the identified needs.

*An Extension Needs Assessment for Improving Food Access to Build Resilient Rural Communities Catherine E. Sanders, University of Georgia; Tatevik Markosyan, University of Georgia; Alexa J. Lamm, University of Georgia*

Extension strives to build resilient rural communities by improving food access by acting as a bridge between educational, activist, and economic-based actors for food systems change. Being in almost every county in the U.S., Extension is uniquely positioned to assist with community-based food systems change. Needs assessments of desired program resources by priority populations are needed to establish effective food access programs. Through a non-probability opt-in survey, researchers collected data from 780 rural [State] residents to identify barriers to accessing fresh produce and desired Extension program resources. Barriers included prices of produce, low wages/income, and not enough resources for purchasing produce. Desired program resources included free or discounted weekly box of fresh produce, farmers' market coupons, and mobile trucks or food markets. The need for socioeconomic and market-based solutions within the built environment indicated Extension should increase partnerships with economic resource organizations to enhance community resilience related to food access.

## **Fighting for Equity**

Co-Op Member Stress, Problematic Solidarity and Recommendations From Dairy

*Thomas Gray, USDA, Program on Co-operatives*

This presentation is an analysis of the written comments of a farmer-member survey of a large agricultural cooperatives in the North-west U.S. (confidentiality promises prohibit disclosure of firm names and exact locations). Approximately 1000 written comments are analyzed. A social work "life model" is used to organize the written comments. Nearly all comments express levels of frustration and/or discontent. Frustration and problematic solidarity within the organization are understood the results of: maladaptive transactions--breakdowns in communications, changing and inconsistent expectations, perceived exploitive relationships--as well as general unresponsiveness to meet specific member needs within the organization, and from larger environment. Recommendations are drawn from the analysis.

Blessings and Hard Work: White Farmers' Understandings of Success

*Kelli Russell, Auburn University*

In this research, I ask how do white farmers understand their positions within racial, class, and geographic hierarchies? Data for this paper come from an ethnographic study of white farmers and agriculture in the rural south. In this paper, I discuss how white farmers use religious language and explanations rooted in the ideology of the American Dream to specifically explain and justify their social positioning.

The Interaction of Gender and Region of Residence on Nutrition Among Children Under Five in Nigeria.

*Aramide Kazeem, the University of West Georgia; John M. Musalia, Western Kentucky University.*

This research investigates whose claim holds true in Nigeria: Svedberg (1990) and others' findings (see Wamani et al. 2007; Adekanmbi et al. 2013; Demissie and Worku 2013) of a slight pro-girl advantage in anthropometric measures captured through wasting and stunting during early life in sub-Saharan Africa, or Klasen (1996)'s assertion that a pro-girl advantage is not universal across countries in the region, as it depends on the age of the sample, the anthropometric measure used, whether the data is cross-sectional or longitudinal in nature, sample size of the analyzed data, and the country under investigation. It is also unclear whether or not the pro-infant girl advantage that exists in nutrition among children zero to three years old varies by region of the country in which they reside (Svedberg 1990; Wamani et al. 2007; Adekanmbi et al. 2013; Demissie and Worku 2013; Keino et al. 2014). Within the categories of gender, regional variation may explain some of the gender gap in children's nutritional status. The regional gap that is to the detriment of the northern region compared to the southern region in children's nutritional

status in Nigeria is explained by geographical and historical reasons. Northern Nigeria has lower rainfall, severe droughts, and remote and inaccessible locations (Kandala et al. 2007; Uthman 2009). Most of the prior research examined the direct association of gender and other individual independent variables on children's nutritional outcomes; the small sample sizes of the primary data that were analyzed prevented the investigation of the interactions of gender with other independent variables, such as region of the country the child resides in on children's nutritional status (Medhin et al. 2010; Babatunde et al. 2011; Olack et al. 2011; Demissie and Worku 2013; Novignon et al. 2015). This research analyzes the 2018 Nigeria Demographic and Health Survey, a nationally representative secondary data set. The question asked is as follows: does the interaction of being a boy and residing in a northern region of Nigeria increase early childhood malnutrition, as measured by weight-for-height z-score, wasting, compared to residence in southern regions of the country?

Silence, Ambiguity, and Consciousness in Brazil's Racial Capitalism

*Ian Carrillo, University of Oklahoma*

This paper uses a materialist approach to study the relationship between silence and racial democracy ideology in Brazil. I ask: What role does silence play in explanations of racialized processes of work and employment? How do silence, ambiguity, and consciousness relate to the material structures of racial capitalism? To answer these questions, I conducted interviews with rural workers and union leaders in the sugarcane industry, which has historically entrapped people of color in exploitative work. I also conducted ethnographic observations of work routines on mills and plantations. Most respondents obscure the role of racism by engaging in extreme silence and using non-racial discourse to describe racialized structures shaping employment relations. Some respondents acknowledged racial mistreatment, using racially affirmative descriptors and framing racialized structures as colonial legacies. Overall, this article uses a racial capitalism framework to advance debates on the relationship between ideology and employment relations in their local historical-material context.

The Differential Impact of Heirs' Property within the City Limits of a Small Southern Town

*Obianuju Egiebor, Tuskegee University; Robert Zabawa, Tuskegee University*

The reluctance to write wills and take advantage of estate planning is a leading cause of heirs' property, land passed down across generations without a probated will, particularly among African Americans in the rural South. This study addresses heirs' property from a small city perspective in rural Alabama. This research examines the differential impact of heirs' property in three areas, the ability to add improvements to land: the impact of owner residency on improving the land, and, the overall value of the land. Data was gathered using the County GIS website. Results found that having a secured title to land allows for greater improvement opportunities. In terms of residency, local residency is associated with greater investment opportunities, though its significance varies according to communities. These results have implications for individual landowners as well as the communities where heirs' property impedes wealth accumulation and contributes to land loss among African Americans

## **Community Health in Rural Populations**

The Dark House: The Health Impacts of Heirs' Property Housing Across the Rural South

*Rebecca Mosier, University of Oklahoma; Ryan Thomson, Auburn University*

Many communities across the southern US have been denied access to capital in the form of mortgages, home loans, and credit due to a clouded title accompanying inherited property. This hinders home improvements and is linked to a variety of community health issues. Accordingly, this study explores the intersection of heirs' property clouded ownership titles and county level health statistics across fourteen Southern states. This exploratory study assesses the relationship between housing and

community health using regression techniques to control for issues like population, poverty, and vacant housing. Heirs' property data are derived from parcel level indicators of heirs' property obtained from the CoreLogic Mortgage Database and aggregated at the county level. The total number of heirs' property parcels are then compared along community health indicators drawn from the CDC's National Environmental Public Health Tracking Network.

The Travel Independent Contractor and the Impact on Rural Healthcare  
*Rebecca Mosier, University of Oklahoma*

The Covid-19 pandemic altered the organization of healthcare work in a relatively short period. Healthcare workers were already overworked, and the pandemic exacerbated the problems of staffing shortages, burnout, high-risk labor, and low pay; a drastic shift in the healthcare field was imminent. Short-term contracts with higher pay sparked a shift towards Temporary Independent Contractors (TICs) with greater autonomy and higher pay. Within the context of the Covid-19 pandemic, the following study examines the rationale and personal experiences behind this larger paradigm shift. In-depth interviews of twenty-one healthcare professionals suggest TICs experience increased job satisfaction despite out-grouping by co-workers. The gigification of healthcare work has important implications for rural hospitals as healthcare workers can work for the highest dollar, likely found in urban hospitals.

Determining Reach and Uptake of an Extension-Based Health Promotion Project in the Wake of COVID-19  
*Saher J. Dossani, University of Georgia; Catherine E. Sanders, University of Georgia; Alexa J. Lamm, University of Georgia*

Food insecurity is a significant public health issue in the United States impacting rural areas at high rates. The COVID-19 pandemic exacerbated health disparities such as food insecurity, due to lockdown orders and supply-chain barriers. Extension-based health promotion programs can help decrease food insecurity in rural areas as well as increase physical activity to reduce the occurrence of diet-related chronic disease; however, little is known about the impact of COVID-19. This study examined the impact of an Extension-based health promotion project in four rural counties in [state] to determine if program reach increased, decreased, or stayed the same in the wake of COVID-19. The results indicated the project resource use across the four counties increased from 2021 to 2022, leading to improved food access and increased physical activity. Implications include how Extension-based programs can help increase food access and community resilience in the COVID-19 era.

Rurality Across the World: An Exploration of Access to Physicians in the Rural United States and Applications Abroad  
*yas Green, University of Mississippi*

A sixth of the U.S. population lives in a rural area. Those in rural areas face a disproportionate lack of access to physicians and acute emergency care, along with preventive medicine; one can make the reasonable assumption that those experiencing rurality in other countries face similar conditions. This paper is a portion of research around this issue; the current analysis relates to rurality and place of death (specifically in a medical versus non-medical setting), along with additional analysis by age cohort. Preliminary follow-up research is being conducted in the international context, with an emphasis on Germany and its rapidly aging population as topics of interest.

Using Cognitive Dissonance to Evaluate Impact: Implications for Health Promotion Extension Initiatives in Rural Communities  
*Tatevik Markosyan, University of Georgia; Catherine E. Sanders, University of Georgia; Alexa J. Lamm, University of Georgia*



Recorded long-term programmatic impacts of community-based health-promotion extension programs, including influencing choices related to consuming nutritious and healthy food, are lacking. New approaches are needed when working in rural communities to identify and communicate holistic evaluation impacts. The current study explored rural community members' experiences with cognitive dissonance in relation to decreased adult obesity and the adoption of healthier food consumption practices related to an extension intervention. Through a qualitative research design using a thematic analysis of focus group data, we found an overall positive association between community members' experiences with cognitive dissonance resulting in the acceptance of healthier food choices over inherited unhealthy practices, increased knowledge and awareness about nutrient-dense food, and increased physical activity. The cognitive dissonance framework revealed positive indicators of long-term programmatic impact. However, the analysis also indicated that while interventions improved access to resources, socio-economic barriers still exist that would ensure sustainability and depth of positive changes leading to long-term behavioral change in the rural communities.

## Ways of Expansion

### Increasing Resilient Organic Production in the Mid-South Region

*Srivastava Garima; Stephen Mukembo; Mary Hendrickson; Kerry Clark; and David Redhage*

Organic farming has expanded rapidly in the U.S., but adoption rate of certified organic production is lower in Lower Midwest and Mid-South than other regions. Our research aimed to identify regional-specific challenges, opportunities, and farmer-led innovations contributing to adoption of organic farming in Mid-South, and how they can be supported or expanded. 35 farmers and handlers were purposefully sampled and interviewed. Preliminary findings suggest regional and sector specific motivations and challenges for organic farming adoption. Challenges include difficulty obtaining certification, biophysical factors, market access, infrastructure, and inputs. Farmers were able to manage challenges by reinventing tools and equipment, and adapting resources to biophysical factors. Although lack of markets and infrastructure constrained them, it provided entrepreneurial opportunities. These innovations enhance the adaptive capacity of farmers, allowing opportunities to reinvent and incorporate their local knowledge. Farmer-to-farmer interaction through participatory approaches will likely increase the adoption and development of resilient organic farming systems.

### Community Based Infrastructure Planning

*Jillian Morrison, University of Mississippi; Velma Wilson, Quitman County Economic & Tourism Director; Otis Jones, Former Quitman County Administrator Matthew Hancock, University of Mississippi; Anne Cafer, University of Mississippi.*

This paper presents an illustrative case study of rural strategic planning and best practices for University-Community collaboration in this process. This work presents the specific case of Quitman County, Mississippi. As one of the fastest depopulating counties in Mississippi over the last decade, Quitman County's rebound to "exemplar" status is a result of on the ground work engaged community work by local stakeholders. This momentum has included the recruitment of a regional grocery retailer to locate in the county, the establishment of an Amtrak station in the county, and now a comprehensive county-wide, community-driven strategic plan that focuses on (1) broadband; (2) water & sewer; (3) and housing. During this presentation, we will: (1) outline the process for community driven strategic planning; (2) major considerations when engaging in this type of strategic planning, including funding mechanisms and local context; and (3) provide lessons learned.

*Fuzzy Cognitive Mapping and Community Resilience Among Mississippi Delta Horticultural Farmers Natalie Minton, The University of Mississippi; Anne Cafer, The University of Mississippi; Meagen Rosenthal, The University of Mississippi*

In partnership with local non-profits and the Mississippi Delta Council for Farm Worker Opportunities, Inc., the University of Mississippi Community First Research Center (CREW) examined key bottlenecks encountered by Mississippi Delta small-scale horticultural producers in expanding their production. This research utilized a community-based participatory approach with stakeholders collaboratively developing the research question, tailoring the research instrument, and defining the parameters of participant selection. CREW utilizes a novel mixed methods approach, Fuzzy Cognitive Mapping (FCM). FCM allows researchers and participants to ground identified community-level factors within the geographic, political, and socio-economic conditions of the community. FCM also allows the development of maps that articulate the strength and direction of influence of variables on each other. Individual maps from farmers were aggregated to produce a comprehensive community map. The resulting maps highlighted driving factors for horticultural farm expansion, which are strategic planning, sustainability methods, external resources, value-added products, and social media. The most significant prohibitions are human labor, natural conditions, market, equipment, and aging population. Furthermore, this research also provides a collective map for resource and expertise sharing that might benefit small horticultural producers and facilitate production expansion. This local self-organization would contribute to regional food system resiliency.

## **Restorative Justice**

*Agricultural Producers Associations as Coping Strategies for the COVID-19 Pandemic in Honduras. Juan Xavier Ulluguari, Zamorano University; Rafael Landaverde, Texas A&M University; Arie Sanders, Zamorano University*

The COVID-19 pandemic has exacerbated many economic and production challenges agricultural producers face in low- and middle-income countries. In Honduras, the government implemented sanitary and social distancing measures that limited national agricultural production. Agricultural producer associations implemented strategies to mitigate the impacts of COVID-19 on rural livelihoods. This qualitative case study explored how agricultural producer associations functioned as coping strategies during the pandemic. Semi-structured interviews were conducted with leaders (n = 4) and members (n = 16) of four agricultural producer associations. Assistance with transportation and supplies, opening safe markets, stable and competitive prices, and managing external donors were several strategies implemented by the associations, which demonstrated the stability associations provided to members' agricultural production and commercialization. Producer associations met their members' needs during the public health crisis. Therefore, results of this study could potentially guide associations activities and priorities during similar crises or external shocks.

*Collective Agency as Social Justice Praxis: Black Farmer Organizer Perspectives  
Nicole Nunoo, Virginia Tech; Kim Niewolny, Virginia Tech*

Social justice within the food system emerged as a critique of capitalism in food production and access. Politically, it is a response to the longstanding history of settler colonialism, structural racism, and exploitation that undergirds the food system. Focusing on Black farmer organizers in Virginia, this study employs collective agency (CA) theory as a lens in assessing the levels of local impact; the control over the production, distribution, and consumption of food, that Black farmer organizers have locally. CA in this context refers to the intentional mobilization and merger of individuals and groups with specific political, social, and economic leverage to reimagine, create, transform, and cause a change within a system. Using semi-structured interviews, this study explores how Black farmer organizers and their cross-sectoral relationships are actively utilizing collective agency as social justice practice. We share insights from the semi-structured interviews conducted with selected Black farmer organizers in Virginia.

## Using Poetic Dialogues as a Focus Group Analysis Method to Highlight Collective Identity for Culturally Responsive Evaluation

*Catherine E. Sanders, University of Georgia; Alexa J. Lamm, University of Georgia; Jori Hall, University of Georgia; Abigail Borron, University of Georgia; Maria Navarro, University of Georgia; James Anderson, University of Georgia*

Poetic analysis is an arts-based qualitative methodology that helps engage diverse audiences with evaluation results. Poetic interpretations of participant voices emphasize components of social identity, equity, and access to capital/resources, whether cultural, linguistic, or educational. This study examined the use of poetic dialogues, an application of poetic transcriptions to focus group data, to highlight intangible program impacts from Extension-based food access programs. Data were collected through focus groups with community coalitions implementing an Extension-based food access program in four rural [state] counties. Poetic dialogues were crafted to capture intangible and social program impacts and then read at community coalition meetings as a form of member checking and evaluation results dissemination. Merging a user-focused and appreciative evaluation approach with arts-based qualitative analysis allowed the evaluators to capture impacts that were more responsive to community identities. Constructing poetic dialogues will be discussed alongside implications for using the method in community-based research.

## **Building Better Communities**

### Rewriting the Narrative: A Portrait of Leadership in a Rural Oklahoma Community

*Anthony C. Caruso, Oklahoma State University; Lauren Lewis Cline, Oklahoma State University; Audrey E. H. King, Oklahoma State University*

Leadership development efforts in rural communities are often approached from a deficit-based perspective - focusing on what is perceived as wrong or missing in the community, rather than from an appreciative lens to illuminate the strengths, successes, and leadership processes of the community. Also missing from rural community leadership research are the unfiltered stories and perspectives of rural community members themselves. The purpose of this narrative inquiry project, conducted as appreciative inquiry interviews with 10 rural community members, was to better understand the narrative of rural leadership being told about and by rural Oklahomans. Our aim was to a) explore the narrative of effective leadership in rural Oklahoma by empowering community members to share their stories and b) highlight the unique leadership process in rural communities. Our findings provide valuable insight into why leadership is needed and what leadership looks like particularly related to adaptive challenges in rural Oklahoma.

### Loopholes of Disadvantage: Heirs' Property and Food Deserts

*Jihyun Shin and Ryan Thomson, Auburn University*

Culture of poverty arguments is fairly popular in the United States, especially in the South. There are many correlates of poverty that create a harsh reality in many underdeveloped rural communities. The Black Belt, Mississippi Delta, and the hollows of Appalachia each manifest disadvantage and poverty differently. Accordingly, this study applies negative binomial regression and GIS visualizations to examine the overlap between heirs' property hot spots and food deserts alongside a series of demographic and well-being indicators. The Legacy of Jim Crow cannot be understated in the Deep South. From redlining to poor infrastructure, minimal amenities, and legal discretion of 'best land use'; food deserts and heirs' property hot spots highlight the segregated nature of economic development.

This study considers the possibility that quality of life in the form of housing and access to healthy foods are closely linked at the regional scale.

Smartphones for Smart Agriculture: A Pilot Study with Women Farmers in Uganda

*Meikah Dado, Texas A&M University; Ryan Staples, Ford Motor Company; Jack Elliot, Texas A&M University; Rafael Landaverde, Texas A&M University*

Women smallholder farmers are vital to the agricultural industry in Uganda (Palacios-Lopez et al., 2017). However, a common barrier they face is accessing reliable Extension services (Farnworth et al., 2015). Therefore, in 2022, a pilot program leveraging technology to provide agricultural knowledge to women farmers was launched in Uganda. Smartphones and solar charges were distributed to nine women during the spring growing season. Agricultural videos were recorded in the local dialect and uploaded to their smartphones. Results demonstrated women with smartphones harvested an average of 16.16 harvest bags, whereas those with traditional Extension services only harvested 4.64 bags. In addition, there was a statistically significant difference ( $p < .001$ ) in women's capacity to feed their families for two to four months longer, based on the extension service they received. The pilot program increased women with smartphones' agricultural productivity, and preliminary results indicated promising technology implications for future extension programs.

Cost Reducing Technologies to Sustain Minority Farmers in Small-Scale Urban Gardening

*Lila Karki, University of Maryland Eastern Shore, MD; Prem Bhandari, Global Research Initiative, MI*

Gardening in urban and semi-urban areas sustainably supplies fresh produce for family consumption, promotes healthy eating habits, physical fitness, a healthy homestead environment, children's garden schooling, and supplement household income. Simultaneously, gardening underpins economic activity in the community via job creation, academic training, farm-business incubation, market expansion, savings on groceries, and increased property values. UMES Extension recently accomplished an educational project with 22 small and minority farmers in Maryland. The results showed that nearly 95% of them gained knowledge in reducing production costs, followed by increased farm revenue (96%), helped lower farm risk (90%), enhanced resource management (95%), and enhanced entrepreneurship skills (95%). Concurrently, they increased greens intake (100%), supplied surplus to neighborhood markets (100%), and upstretched vegetable production (100%) and household income (100%). These results suggest that indigenous technologies such as rainwater harvesting, compost making, ethnic crop diversification, and intensive intercropping will help sustain minority gardeners.

## **Panels:**

### **Panel 1: Intentional Attention: Elevating Voices to Revitalize Oklahoma's Historical All-Black Towns**

Facilitators:

Courtney P. Brown, Oklahoma State University

James Arati, Langston University

Lauren L. Cline, Oklahoma State University

Oklahoma was home to over 50 African American settlements and towns from 1865-1920. The establishment of these towns would lead to fruitful pursuits of entrepreneurship, education, and economic growth. Today there are only 13 Historical All-Black Towns remaining which has increased interest toward supporting and emboldening efforts to help those communities thrive again. Emerging local conversations and efforts to collectively revive these communities coincides with national priorities for rural community development and sustainability. Community members and leaders

throughout Oklahoma are currently strengthening collaborative relationships to develop strategies to combat the present challenges facing these remaining towns. This panel discussion would be representative of current individuals working to encourage action toward revitalizing Oklahoma's Historical All-Black Towns while further advocating for individuals struggling to maintain heirs' property within these spaces. Additionally, this panel would allow authentic voices to significantly contribute to the perspectives often studied within these increasingly scarce African American communities.

## **Panel 2: Southern SARE (USDA/Sustainable Agriculture Research Education) Workshop**

Facilitators:

Douglas H. Constance, Sam Houston State University

Jeff Jordan, University of Georgia-Griffin

Candance Pollack-Moore, University of Georgia-Griffin

David Redhage-Kerr, Center for Sustainable Agriculture

Brennan Washington, Fort Valley State University

Daramonifah Cooper, University of Georgia-Griffin

Representatives from the USDA Southern SARE Grants Program will present an overview of the grant opportunities in the Southern Region. SARE is a USDA grant and outreach program for researchers, educators, farmers, ranchers, and NGOs/CBOs who want to develop innovations that improve farm profitability, protect water and land, and revitalize communities. Panel representatives include: Jeff Jordan, Program Director; Candice Pollack-Moore, Assistant Director; David Redhage, Professional Development Program Manager; Brennan Washington, 1890 Land Grant Liaison and Limited-Resource/Minority Farmer Outreach Specialist; Daramonifah Cooper, Communications Specialist.

## **Panel 3: Climate Change, Adaption, and Pursuit of Sustainable Possibilities: Interactive Dialogue on Roles for Social Scientists**

Facilitators:

John J. Green, Southern Rural Development Center

Gary A. Thompson, Southern Association of Agricultural Experiment Station Directors

Climate change is of ever-increasing concern to community well-being, and there are numerous research paths needed to inform policy and practice, including outreach and extension programming. Although conversations concerning priorities often focus on the physical and natural sciences, there have been important contributions from social scientists as well. Being able to address topics such as attitudes and behaviors, adoption/resistance to new technologies, inequities in access to resources and impacts, and collective action, insights from social scientists are particularly important for informing adaption strategies and pursuing more sustainable possibilities. This session will be a facilitated interactive dialogue with the goal of generating and documenting ideas around important topics of climate change focused research and what can be done within and between our universities and associated organizations to stimulate and support this work. Results from this discussion will be shared with participants and used

to inform efforts through the Southern Association of Agricultural Experiment Station Directors, Association of 1890 Research Directors, and the Southern Rural Development Center.

#### **Panel 4: Rural Population Health and Aging: An Introduction and Facilitated Dialogue Session for Collaborative Research**

Facilitators:

John J. Green, Southern Rural Development Center

Leif Jensen, The Pennsylvania State University

Shannon Monnat, Syracuse University

Population aging is occurring rapidly in rural areas. There are opportunities and challenges that need attention to inform outreach, extension, and policy. Rural communities are not all the same, so an appreciation of diverse experiences and trajectories is critical. The Interdisciplinary Network for Rural Population Health and Aging (INRPHA) seeks to build capacity to address these issues. Researchers at The Pennsylvania State University, Syracuse University, University of Colorado Boulder, and Southern Rural Development Center are leading this effort with funding from the National Institute on Aging (NIA). The national network facilitates relationship building, provides mentoring, and supports innovative research on the complex exposures involved with health and aging trends among different rural populations and regions in the United States. This workshop will introduce INRPHA, discuss major research questions, provide an overview of NIA and other funding, and offer hands-on experience and feedback for drafting collaborative research ideas.

#### **Posters**

Extension-based Health Communication: Does Digital Media Reach Rural Populations?  
*Kristin E. Gibson, University of Georgia; Alexa J. Lamm, University of Georgia*

Many rural areas in the southern U.S. do not have access to broadband, potentially limiting the reach of online Extension-based health related communication messages. This exploratory study sought to determine if rural residents used digital media to obtain health information using a survey sent to 780 rural Georgia residents. Results indicated many had access to a computer with internet every day (79.5%) or a mobile phone with a monthly internet plan (67.3%). Nearly all had some access to email (99.1%). Respondents obtained health information primarily from a health professional (67.7%), websites (53.1%), word of mouth (32.2%), and social media (34.2%). While results were limited to individuals able to respond to an online survey, the findings indicated digital media via websites and social media that incorporates the cultural, social, and geographic context of rural health is likely to reach rural audiences.

Framing Messages to Improve Health Interventions in Rural Areas: A Fear Appeal Approach  
*Kristin E. Gibson, University of Georgia; Allison R. Fortner, University of Georgia; Alexa J. Lamm, University of Georgia*

Many rural areas in the southern U.S. do not have access to broadband, potentially limiting the reach of online Extension-based health related communication messages. This exploratory study sought to determine if rural residents used digital media to obtain health information using a survey sent to 780 rural Georgia residents. Results indicated many had access to a computer with internet every day (79.5%) or a mobile phone with a monthly internet plan (67.3%). Nearly all had some access to email (99.1%). Respondents obtained health information primarily from a health professional (67.7%), websites (53.1%), word of mouth (32.2%), and social media (34.2%). While results were limited to individuals able to respond to an online survey, the findings indicated digital media via websites and

social media that incorporates the cultural, social, and geographic context of rural health is likely to reach rural audiences.

#### Learning through Growing: Autoethnographic Snapshots from a Small Farm

*Eleanor M. Green, University of Mississippi; John J. Green, Southern Rural Development Center*

Outside of teaching, research, and applied efforts, we also own The Green Garden Twin Gum, a budding market garden with value-added products and a growing flock of St. Croix sheep. This poster is a piece of the larger puzzle encompassing life on the farm, exploring the food system through multiple lenses. It consists of a series of snapshots from the life of our operation, an autoethnography seeking to document the experiences of navigating food systems. Capturing the successes and challenges of a 8.25 acre small farm, we place it within our lives that include maintaining other professional roles. We pursue sustainability and resilience. From design to implementation, we attempt to utilize practices holistically in how we till, plant, water, harvest, package, and distribute products. We explore the intersections between ecology, economy, and community. This poster focuses on major themes concerning efforts to be responsible in a complex world with a set of rural sociological tools.

#### A Community Based Approach to Deter Childhood Obesity in Title 1 Schools

*Dreamal Worthen, FAMU; Conchita Newman, FAMU; Saungaylia Randolph, FAMU; Sarah L. Price, FAMU*

Community development is a deliberate effort to build assets that increase the capacity of residence to improve their quality of life. Assets may be physical, human, social, political, and cultural. In some areas, obesity is a significant health risk to individuals and the community in which they live. Overweight children often become overweight adults, facing health and social problems associated with the disease. In 2016/2017, school health screenings showed that 28.3% of first graders, 35.4 % of third graders, and 14.1% of sixth graders in a Florida Panhandle school district were overweight. Further examination of the data revealed an increase in overweight/obese students attending schools with large proportions of Black/minority or low-income students. To intervene, program assistants from a Historically Black College/University (HBCU) extension program, respond to the structural inequality - obesity and education access to health care by offering nutritional education over a 12-month timeframe, to ascertain the possibility of deterring childhood obesity using community-based programming. The intervention, a multifaceted, evidence-based educational approach, included hands-on activities, nutrition, and physical activity education. Program assistants engaged 45 classes and over 870 students in 3rd - 5th grade at three different Title 1 locations. Pretest/posttest was given, and T-tests results revealed significant behavior changes in the consumption students of sugary drinks, days eating fruit as snacks, frequency of vegetable consumption, washing hands before touching food, and physical activity. Community practitioners can offer educational programs to positively impact health behaviors of elementary school age children who are at risk of obesity.

#### The Effects of COVID-19 on Asian Food Entrepreneurs in the Bluegrass, Kentucky

*Ballengee, Victoria, Nick Clark, Keaton Connor, Jenny Heyn, Jackson Lalonde, Anna Luu, Molly Merchant, Jacquelyn Wilder, and Keiko Tanaka*

This poster is a product of class research project on the impacts of the COVID-19 pandemic and subsequent rise of anti-Asian violence on Asian food entrepreneurs in the Bluegrass region of Kentucky. In this project, we raised three research questions: (a) How did the COVID pandemic affect the Asian restaurant industry in Lexington/Bluegrass, Kentucky? (b) What types of effects did the industry experience as the number of reported anti-Asian incidents rose across the U.S.? (c) What strategies did the Asian restaurant industry use to overcome the challenges it faced during the COVID pandemic/rise of anti-Asian violence? We completed two one-on-one interviews with restaurant owners/chefs and one focus group interviews with three food entrepreneurs. We found that Asian

restaurants suffered greatly from the COVID-19. Take-out/delivery options and reduced labor force kept many of these restaurants afloat. The experience of anti-Asian sentiment during the COVID pandemic varied among individuals. Through this course project, we have derived three lessons. First, authenticity in food is co-produced by the creators and eaters. Second, cooking is intricately personal that embodies both individual and collective memories shared not only by the chef and his/her/their family and friends, but also by the ethnic group with whom the chef identifies. Finally, the COVID pandemic raised stigma surrounding Asian food and Asian/Asian-Americans.

#### Rural Sociology's Hidden History of Race, Racism, and Social Justice

*Julie Zimmerman, University of Kentucky, Rural Sociological Society Historian*

When it comes to understanding rural sociology's engagement with race/ethnicity and racism, our past is certainly not without fault. Following on long-standing criticisms of rural sociology's limited attention to race/ethnicity such as Snipp (1996), Kuvelsky (1989) and Coleman (1965), as well as the recent special issue of *Rural Sociology* (Carrillo et al 2021), this is a 3-poster display that was prepared as the Historian's Display for the Rural Sociological Society's 2022 annual conference. Each poster explores an aspect of rural sociology's history. The first poster examines some of the 'forgotten footsteps' focusing on Booker T. Washington, W.E.B. DuBois, and Charles S. Johnson and their linkages to rural sociology. The second poster provides a glimpse into a selection of individuals and their research and work on race/ethnicity including Allen B. Dogget Jr., Minnie Miller Brown, Lewis Wade Jones, and William P. Kuvelsky. The final poster focuses on stories surrounding race and racism in rural sociology and RSS's past including the small role RSS played in research funding for 1890 Land Grant institutions. In addition to the 3 posters, copies of publications will be provided on a table as part of the display. As explained on the center poster "Unearthing and piecing together a neglected and forgotten past is an unending project. These posters only touch the tip of the iceberg of those left out of the collective history of rural sociology. The hope is that this display is but one of many efforts to focus on recovering and re-emplacing these important voices, figures, and scholarship".

#### Technology Use in Small-and Medium-Sized Kentucky Farms

*B.R. Gyawali\*, Kentucky State University; Sujeet Acharya, Kentucky State University; Cynthia Rice, Kentucky State University; Kabita Paudel, Kentucky State University; Suraj KC, Kentucky State University; Amrit Nepal, Kentucky State University*

Previous studies suggest that small-scale farmers desire assistance to learn about utilization of recent technologies that are cost-effective and suitable to their needs. Preliminary information suggests that farmers are not taking advantage of technological software, machinery and data such as geospatial and environmental current and historical data. This research conducted a survey to examine: (1) What are the driving factors for adoption/non-adoption of traditional and modern computer-based technology, (2) Does participation in training increase technology adoption? And (3) why do small/medium-sized farmers adopt/not adopt profitable technology? This study analyzed ninety eight survey responses collected from various counties in Kentucky. Among all the respondents, forty seven percent of the respondents were seniors, and 44% were adults. The average years of active farming was 29 years. Majority of the respondents have been farming for 4th generation. The average acreage of farmland owned is 140 acres while the median acreage is 80 acres. The analysis of the additional survey data suggests respondents have limited skills to utilize new technology in farming. Also, the lack of reliable internet is another major concerns about technology use in farming. Few respondents reported they normally would wait to see others' success with new technologies before starting to use new technology. The responses would help Kentucky State University and other institutions to revise their education and outreach approach for integrating innovative technologies into sustainable farm practices in Kentucky.



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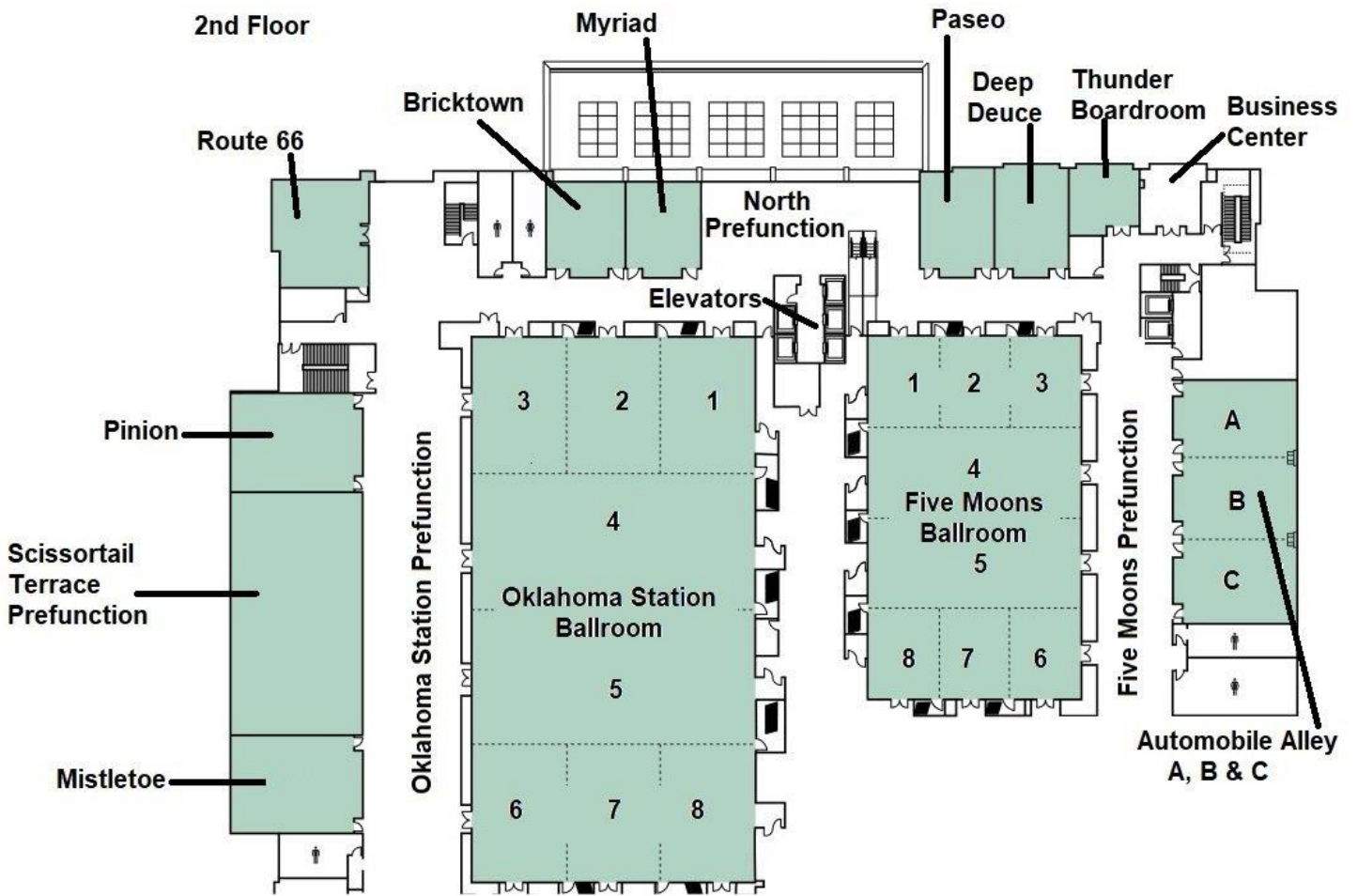
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