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Title: State Horticultural Association of Pennsylvania Extension Advisory Grant Program: Orchard Ag Literacy Videos

Submitted to: Patti Keller

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Proposed Project **4/1/2020 - 3/31/2021** **Total Project Request: \$3,000**

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State Horticultural Association of Pennsylvania Extension Advisory Grant Program: Orchard Ag Literacy Videos

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Duration of Project: One year (April 1, 2020-March 31, 2021)

General Statement for Initiative Justification

“Penn State Extension is a modern educational organization dedicated to delivering science-based information to people, businesses, and communities” in the areas of 4-H and Youth Development; Agronomy and Natural Resources; Animal Systems; Energy, Entrepreneurship, and Community Development; Food, Families, and Health; Food Safety and Quality; and Horticulture (Penn State Extension 2019). Across all of these Extension teams’ areas is an interlinked connection with an underlying need conveyed by clientele, stakeholders, and supporters to provide educational outreach in the realm of agricultural literacy for all audiences.

Much of today’s society is multiple generations “removed” from farming and overall agrarian culture, practice, and understanding. Incorporated data from the USDA 2017 Census of Agriculture revealed that there were approximately 2 million farmers covering over 900 million acres across America (USDA NASS 2017). From this newly released data, it is no surprise that these numbers of farmers and acreage have decreased slightly (due to various evolving factors in agriculture) from the last USDA 2017 Census of Agriculture. When people are so far removed from agriculture and do not understand basic agricultural practices, are unaware of various agricultural by-products, or how food gets from farms/ranches to the store and onto their plates, we could consider them “agriculturally illiterate”. Agricultural illiteracy leads to un-informed decisions/choices revolving around agricultural sectors, controversy about agricultural topics and practices, and disregard to agriculture as a whole. Agricultural *literacy* programs and outreach efforts can help reverse this. According to the American Farm Bureau Foundation for Agriculture, “An agriculturally literate person understands the relationship between agriculture and the environment, food, fiber and energy, animals, lifestyle, the economy and technology.” (American Farm Bureau Foundation for Agriculture 2019). The overall purpose of agricultural literacy is to provide education in a non-biased, value-free way through the expertise of agriculturalists and agricultural professionals in various operations and

environments. “Bridging the gap” can work to ensure a viable future through agricultural industry and employment engagement and opportunities. Penn State Extension, along with local, regional, and state partners can help to bring about these agricultural literacy efforts to positively impact Pennsylvania citizens, and also to help Pennsylvania agriculturalists easily convey agricultural literacy efforts to Pennsylvania citizens.

Targeted Audience

- General Public
- Pennsylvania LatinX Youth Population
- Pennsylvania Underserved Youth
- Pennsylvania Youth

Targeted Partners

- Teachers
- Agricultural Businesses/Farms
- Agricultural Stakeholders
- Community Leaders

References:

- American Farm Bureau Foundation for Agriculture. (2019). “What is Ag Literacy?”. *American Farm Bureau Federation*. <https://www.agfoundation.org/what-is-ag-literacy>
- Penn State Extension. (2019). “About Us”. <https://extension.psu.edu/about-us>
- United States Department of Agriculture. (2019). “2017 Census of Agriculture”. *National Agricultural Statistics Service*. <https://www.nass.usda.gov/Publications/AgCensus/2017/index.php>

Project Research: Narrative & Procedures

“Portrait of a PA Farmer” is a program that will educate youth, Pennsylvania visitors, and those generally curious about Pennsylvania agriculture, on the business and real-life experiences of those involved in Pennsylvania agricultural production. Video education and training will work to boost the Pennsylvania agricultural workforce by engaging viewers into a program that assists them in identifying the role Pennsylvania agriculture has in our food systems, workforce, and economy. Although education will be primarily done through videos, content could also later be formed into workshops, fact sheets, and other publications. This grant will allow Penn State Extension to create a series of videos related to the diverse agricultural industries in Pennsylvania and explore the journey from “field to finished product” along with identifying the daily tasks of local farmers/agriculturalists.

This series will help to bring about overall awareness of agricultural topics and defy any misconceptions of agricultural purpose, practice, and promotions. While primarily targeted at youth and the non-farming public, these series can also be used by the agricultural community to help them “share their story” and develop easier talking points to communicate with the general public. Through viewing the agricultural industries highlighted in these videos, participants will gain an understanding and awareness of the various agricultural industries in Pennsylvania. This will allow Penn State Extension to create and deliver real-life agricultural operation video footage that can be shared and embedded into the minds of all Pennsylvania citizens and beyond. The topics to be addressed have been selected based on educational requests received, questions posed, and recent articles reflecting the recent Farm Bill and other similar initiatives. Locations for filming the videos throughout the state will be selected based upon USDA Ag Census ranking data, business successes and reputations, and internal and external referrals. This program will directly impact the Pennsylvania agricultural workforce.

The “Portrait of a PA Farmer” video series will highlight the Pennsylvania orchard industry first, as it is one of the state’s top agricultural industries. Orchard industries from Pennsylvania’s famous “fruit belt” region will be the primary focus area for filming. As part of the “Portrait of a PA Farmer” project, a brief video will first be developed of the orchard industry to share along with a compilation for the entire series of agricultural industries in Pennsylvania. Additionally, financial support of SHAP can result in the productions of a longer video that can be reflective and similar to the 1993 Adams County Apple Industry promotional video that was narrated by Wendall Woodbury of WGAL News. A longer promotional video can be used not only within the Adams County fruit belt region, but also widely throughout the state, representing various Pennsylvania orchards. The finished videos will have capabilities to be embedded onto the Penn State Extension website, as well as the SHAP website, and social media platforms of any other agriculturalists/agricultural organizations willing to share orchard industry agricultural literacy.

Results of an evaluative review of the project will include interviews with video viewers as well as pre/post evaluation through Qualtrics. The results and feedback will be compiled into an annual report for distribution. Reports will be compiled and shared with Pennsylvania horticultural industry members as well as specific stakeholders partaking in the project.

Project Budget

Projected Costs:

Item Category	Amount
Supplies	\$1,500
Travel	\$1,000
Miscellaneous	\$500
Total	\$3,000

Statement of maximum grant money sought for the project:

We are seeking an amount of \$3,000 to help support the purchase of marketing supplies, incentives for participants, video production supplies, honorariums for businesses, and travel to the on-site locations to produce the videos.