



## Urban Agriculture Listening Sessions

During May 2020, the Western Center for Metropolitan Extension and Research (WCMER), in conjunction with the National Urban Extension Leaders (NUEL) and several urban Farm Bureau county organizations, responded to a request for stakeholder input from the National Institute of Food and Agriculture (NIFA) about the Urban, Indoor and other Emerging Agricultural Production Research, Education and Extension Initiative. Our goal was to solicit, collect and organize responses from a broad group of stakeholders to the two questions posed by NIFA:

1. Considering agricultural production through marketing; which phase has the greatest and most urgent research, education and extension (REE) needs in developing urban and indoor agriculture?
2. Of the eight priorities, which priority has the greatest and most urgent REE need in developing urban and indoor agriculture that is not being adequately addressed in other Federal REE programs?

Data were collected through two formats: (a) four on-line listening sessions conducted on May 28 and May 29 and (b) an on-line survey which was open from May 8 through June 7 and marketed through several email lists. Both formats polled participants and allowed participants to provide input around the REE needs and the Congressional priorities related to NIFA's two questions.

This approach resulted in three primary, and nested, data sets:

- **Registration Data:** These data are derived from individuals who registered for one of the four listening sessions but did *not* attend any listening session. During registration, individuals selected the agricultural phase they considered most important, from the list enumerated in NIFA's first question. This selection during registration can serve as an indication of a priority area for registrants who did not attend.
- **Listening Session Data:** During the on-line listening sessions, we conducted a poll for each of NIFA's questions.
- **On-line Survey Data:** Participants taking the on-line survey were asked to rank order the options for each NIFA's questions. They were also asked to indicate if they had, or planned to, attend an on-line listening session. With this additional data, we are able to exclude results of those whom also attended an on-line listening session from the on-line survey, thereby reducing the duplication of data.

In addition to the qualitative and quantitative data collected in response to each of NIFA's two questions, we also collected some basic demographic data. All data sets include the city, county, and state or territory of participants while the survey data also includes data related to gender, age, and race and ethnicity.

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## Results

These results are from participants from WCMER member states (AK, CA, CO, ID, MI, NM, NV, OH, OR, and WA), unless otherwise indicated.

*Q1: Considering agricultural production through marketing; which phase has the greatest and most urgent REE needs in developing urban and indoor agriculture?*

Listening Session Data: The poll used during the listening sessions did not track individuals; therefore, these data represent all participants from the 38 states, territories, and districts who participated, included 9 WCMER member states.

Agricultural Production	Harvesting	Transportation	Aggregation	Packaging	Distribution	Markets	Grand Total
48	4	3	10	0	15	22	102

Registration Data: These data represent those individuals who registered for the on-line listening sessions but did not attend; therefore, the break out session they wanted to participate in is a segregate for the top priority area.

State	Agricultural Production	Harvesting	Transportation	Aggregation	Packaging	Distribution	Markets	Grand Total
<b>MI</b>	3	0	1	1		1		6
<b>OH</b>		0			1			1
<b>FL</b>	2	0					1	3
<b>AK</b>	1	0					1	2
<b>CA</b>	1	0	1	1		1	2	6
<b>OR</b>		0					1	1
<b>WA</b>	8	0				1	2	11
<b>Grand Total</b>	<b>15</b>	<b>0</b>	<b>2</b>	<b>2</b>	<b>1</b>	<b>3</b>	<b>7</b>	<b>30</b>

On-line Survey Data: Those who completed the on-line survey and indicated they had not nor were planning to attend an on-line listening session.

State	Agricultural Production	Harvesting	Transportation	Aggregation	Packaging	Distribution	Markets	Grand Total
<b>MI</b>	1	0	0	1	0	0	0	2
<b>FL</b>	2	0	0	0	0	0	0	2
<b>AK</b>	1	0	0	0	0	0	0	1
<b>Grand Total</b>	<b>4</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>5</b>

Aggregating across all data sets N (%):

Agricultural Production	Harvesting	Transportation	Aggregation	Packaging	Distribution	Markets	Grand Total
67 (48.9%)	4 (2.9)	5 (3.6)	13 (9.5)	1 (0.7)	18 (13.1)	29 (21.1)	137

Q2: Of the eight priorities, which priority has the greatest and most urgent REE need in developing urban and indoor agriculture that is not being adequately addressed in other Federal REE programs?

Listening Session Data: The poll used during the listening sessions did not track individuals; therefore, these data represent all participants from the 38 states who participated, included 9 WCMER member states.

On-line Survey Data: Those who completed the on-line survey and indicated they had not nor were planning to attend an on-line listening session.

Priority	Listening Session	On-line Survey			Total N (%)
		AK	FL	MI	
<i>(a) Assessing and developing strategies to remediate contaminated sites;</i>	3				3 (2.8)
<i>(b) determining and developing the best production management and integrated pest management practices;</i>	7				7 (6.7)
<i>(c) identifying and promoting the horticultural, social, and economic factors that contribute to successful urban, indoor, and other emerging agricultural production;</i>	51	1	2		54 (51.9)
<i>(d) analyzing the means by which new agricultural sites are determined, including an evaluation of soil quality, condition of a building, or local community needs;</i>	13			1	14 (13.5)
<i>(e) exploring new technologies that minimize energy, lighting systems, water, and other inputs for increased food production;</i>	10			1	11 (10.6)
<i>(f) examining building material efficiencies and structural upgrades for the purpose of optimizing growth of agricultural products;</i>	5				5 (4.8)
<i>(g) developing new crop varieties and agricultural products to connect to new markets; or</i>	6				6 (5.8)
<i>(h) examining the impacts of crop exposure to urban elements on environmental quality and food safety.</i>	4				4 (3.8)
<i>Total</i>	99	1	2	2	104

Demographics  
Participation by state

	Listening Session (registrants)		On-line Survey	Total
	Attended	Did Not Attend		
AK	4	2	1	7
CA	11	6	0	17
FL	8	3	2	13
MI	3	6	2	11

NM	2	0	0	2
NV	4	0	0	4
OH	8	1	0	9
OR	2	1	0	3
WA	14	11	0	25
<b>Grand Total</b>	<b>56</b>	<b>30</b>	<b>5</b>	<b>91</b>

Gender (on-line survey data only)

State	Attended Listening Session		Planned to Attend Listening Session			On-line Survey Only	
	Female	Male	Female	Male	Chose not to provide	Female	Male
AK							1
CA	1			1			
FL	2		1			2	
MI	2	1	2			1	1
NV			1	2			
OH	2		1				
OR	1						
WA	2		3	1	1		
NM	1						
<b>Grand Total</b>	<b>11</b>	<b>1</b>	<b>8</b>	<b>4</b>	<b>1</b>	<b>3</b>	<b>2</b>

Age (on-line survey data only)

State	21 - 29	30 - 39	40 - 49	50 - 59	60 - 69	70 or older	Chose not to provide	Grand Total
AK						1		1
CA		1	1					2
FL	1		3		1			5
MI	2	2	2		1			7
NV		1	1			1		3
OH		1	1				1	3
OR			1					1
WA	1	1	1	1	2		1	7
NM				1				1
<b>Grand Total</b>	<b>4</b>	<b>6</b>	<b>10</b>	<b>2</b>	<b>4</b>	<b>2</b>	<b>2</b>	<b>30</b>

Race and Ethnicity

<i>State</i>	<b>Hispanic, Latino, or Spanish origin</b>	<b>Black / African American</b>	<b>American Indian or Alaska Native</b>	<b>Caucasian / White</b>	<b>Asian</b>	<b>Pacific Islander</b>	<b>Chose not to provide</b>	<b>Total</b>
<i>AK</i>	0	0	0	2	0	0	0	2
<i>CA</i>	1	0	0	1	0	0	1	3
<i>FL</i>	0	0	0	5	0	0	0	5
<i>MI</i>	0	2	1	5	0	0	0	8
<i>NM</i>	0	0	0	1	0	0	0	1
<i>NV</i>	0	2	0	2	0	0	0	4
<i>OH</i>	0	0	0	1	1	0	1	3
<i>OR</i>	0	0	0	1	1	0	0	2
<i>WA</i>	0	0	0	6	0	0	1	7
<i>Grand Total</i>	1	4	1	24	2	0	3	35