Hispanics’ Knowledge of the Land-Grant Mission in the Mid-Atlantic

NACTA CONFERENCE
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Land-Grant Mission

- **TEACHING**
  - Morrill Act 1862

- **RESEARCH**
  - Hatch Act 1887

- **EXTENSION**
  - Smith-Lever Act 1994
Cooperative Agricultural Extension

“Cooperative agricultural extension work shall consist of the development of **practical applications of research knowledge** and giving of instruction and practical demonstrations of existing or improved practices or technologies in agriculture, uses of solar energy with respect to agriculture, home economics, and rural energy, and subjects relating thereto to persons not attending or resident in said colleges in the several communities, and imparting information on said subjects through demonstrations, publications, and otherwise and for the necessary printing and distribution of information in connection with the foregoing; and this work shall be carried on in such manner as may be mutually agreed upon by the Secretary of Agriculture and the State agricultural college or colleges or Territory or possession receiving the benefits of this Act”

*Smith-Lever Act SEC. 2. [7 U.S.C. 342]*
Extension Programs Mid-Atlantic

About Extension
Penn State Extension is an educational network that gives people in Pennsylvania's 67 counties access to the University's resources and expertise.

- Helps individuals, families, businesses, and communities throughout Pennsylvania with information and a broad range of educational programs designed to:
  - Support productive, profitable, and competitive businesses and a strong agriculture and food system
  - Strengthen families, children and youth, and the elderly
  - Build caring, safe, and healthy communities
  - Ensure the long-term vitality of Pennsylvania's natural resources
  - Enable people to better understand and deal with complex public issues

- Accessible to all
- Have been successful in reaching traditional clients
- Unique to the U.S. educational system

About Virginia Cooperative Extension
Virginia Cooperative Extension brings the resources of Virginia’s land-grant universities, Virginia Tech and Virginia State University, to the people of the Commonwealth.

About the University of Maryland Extension
University of Maryland Extension (UME) is a statewide, non-formal education system within the College of Agriculture and Natural Resources and the University of Maryland Eastern Shore.

UME educational programs and problem-solving assistance are available and are based on the research and experience of land grant universities such as the University of Maryland, College Park.
Hispanic Population Trends

- Hispanics in USA
  - 17.4% (2014)
  - 28.6% (2060)
- Hispanics in PA
  - 6.8% population (719,660)

Source: National Census, 2015

Table 1
Hispanic Farm Operators, 2007 and 2012

<table>
<thead>
<tr>
<th></th>
<th>2007</th>
<th>2012</th>
<th>% change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hispanic farm operators</td>
<td>82,462</td>
<td>99,734</td>
<td>+21%*</td>
</tr>
<tr>
<td>Total farm operators</td>
<td>3.3 million</td>
<td>3.2 million</td>
<td>-3%</td>
</tr>
<tr>
<td>Hispanics as % of total</td>
<td>2.5%</td>
<td>3.1%</td>
<td></td>
</tr>
<tr>
<td>Hispanic principal operators</td>
<td>55,570</td>
<td>67,000</td>
<td>+21%*</td>
</tr>
<tr>
<td>Total principal operators</td>
<td>2.2 million</td>
<td>2.1 million</td>
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- Pennsylvania: 652 Hispanic farmers, representing a 24% increase.
Problem Statement

- Increase of Hispanics: impact for agricultural workers and operators in the U.S.

- **Training** is vital
  - Agricultural regulations, food security, and safety procedures, innovative technologies

- Extension programs must be **culturally responsive** and new models for systemic change should be explored
Penn State Extension, Approaches
Pilot Study

2017 Mid-Atlantic Fruit and Vegetable Convention

- Hershey, PA. February 2017
- Spanish-speaking session

Survey instrument adapted and translated into Spanish (Abrams et. al, 2010)

- Knowledge, perception, aspiration, and utilization of land-grant institutions
- 23 multiple choice (Yes/No and Likert-type) questions
- 4 open-ended questions that requested short answers
- 8 demographic questions
Pilot Study Objectives

1. Assess current knowledge and perceptions of LG education and extension services

2. Assess Hispanics' aspirations about utilization of education and extension services
Pilot Study Findings

Knowledge
Pilot Study Findings

Perceptions

The chart shows the perceptions of respondents regarding the quality of LGU and its programs of education, research, and extension. The sample size is n=20. The bars represent the number of responses indicating Strongly Agree, Agree, Disagree, Strongly Disagree, and Don't know. The majority of responses leans towards Strongly Agree and Agree, with a smaller number indicating Disagree and Strongly Disagree.
Pilot Study Findings

Aspirations

When asked if they would like their kids to choose an agricultural career, all the people that reported to have kids (N=13) responded “YES”

“I would like that the kids continue with what one does, but with more education”

“Yes because it is very important to learn and know about what we eat every day, for the good of our health”

“I would like to because everything related to the environment is very nice”

“Yes I would like to because it would benefit the environment, animals, insects, people, etc.”
Conclusions and Discussions

• Surveyed Spanish-speaking population is **not familiar** with the land-grant concept and mission

• Findings suggest that land-grant universities in the Mid-Atlantic are facing **challenges communicating** the land-grant mission to Hispanic populations.

• There is **positive perception** of LG institutions, and **interest** in participating in further extension events

• Unanimous **interest to engage their kids into agricultural careers**
  
  • Recommended to explore the barriers of Hispanic youth entering into agricultural education in Pennsylvania, assuming that they have their parents support.

  • Farner et al, 2006 in a 4-H study for Hispanic children indicate that kids are a good way to reach for this population. These strategies could be explored.

**Study limitations**: generalizability, instrumentation
THANK YOU!