

SOCIAL RESPONSIBILITY INITIATIVE (SRI)
IN
FOOD, AGRICULTURAL AND ENVIRONMENTAL SCIENCES
2006 – 2007 ANNUAL REPORT OF PROGRESS

Prepared by Molly Bean Smith

July 2007

SRI PRINCIPAL INVESTIGATORS

WILLIAM L. FLINN, DIRECTOR
SOCIAL RESPONSIBILITY INITIATIVE

AND

ROBERT J. BIRKENHOLZ, CHAIR
DEPARTMENT OF HUMAN AND COMMUNITY RESOURCE DEVELOPMENT
THE OHIO STATE UNIVERSITY

SRI WORKING GROUPS AND LEADERS

FOOD WORKING GROUP

Leaders, Neal Hooker, Agricultural and Environmental Development Economics
and Mark Tucker, Ex-Officio, Agricultural Communications at Purdue University

AGRICULTURE AND COMMUNITY WORKING GROUP

Leaders, Jeff Sharp and Linda Lobao, Rural Sociology Program

ENVIRONMENTAL WORKING GROUP

Leaders, Tom Koontz, School of Environment and Natural Resources
and Richard Moore, Rural Sociology Program



BRIEF BACKGROUND WITH MISSION, PURPOSE, GOALS AND OBJECTIVES OF SRI

The Social Responsibility Initiative (SRI) is a reaffirmation of the public service mission of the land grant institution. Land grant institutions have always assisted farmers to produce low-cost, abundant, and readily available food—and the consuming public has benefited. While a cheap and plentiful food supply is still a priority, agricultural scientists increasingly recognize that today's consumers are calling for safe, wholesome, and nutritious food produced ethnically, humanely, and without adversely affecting the environment. As a result, socially responsible food and agricultural production is the recognition of the need to strike a delicate balance between people, profit, and planet.

In the autumn of 2003, the college's guiding coalition affirmed that social responsibility in food, agricultural, and environmental sciences should receive greater emphasis and should be one of the college's priority areas. The Department of Human and Community Resource Development (HCRD) was asked to assist in developing an interdisciplinary social responsibility initiative. HCRD formed a task force that developed a proposal for submission to the vice president's cabinet. In January 2005, the cabinet approved the SRI proposal, a five-year plan with leadership provided by William Flinn, professor of HCRD, and funding provided by the Agricultural Research and Development Center, Ohio State University Extension, and Academic Affairs in the College of Food, Agricultural, and Environmental Sciences (CFAES) and HCRD.

Over the next two months, Bill Flinn and Bob Birkenholz visited department chairs in CFAES and other colleges as well as university administrators to gain support and partners for the initiative. They emphasized that the complexity of SRI issues demanded interdisciplinary and multidisciplinary solutions with such efforts producing results greater than the sum of the individual units. Further, the SRI initiative is the first of its kind in a college of agriculture or a land grant university.

On April 6, Bob Moser, dean and vice president of CFAES, announced the formation of the Social Responsibility Initiative (SRI) as one of the key

initiatives to be advanced during his tenure by providing college support to leverage external funding to advance the initiative's mission. It was announced in a press release to CFAES on April 19, and in one to the university and general public on May 19.

SRI MISSION

To generate, collect, analyze and disseminate research-based information on the social responsibility dimensions of food, agriculture and environmental issues.

SRI PURPOSE

To provide leadership for the social responsibility dimension in food, agriculture and the environment. Researchers, educators, specialists, and faculty both within and beyond the college are already working on projects supporting the mission of the SRI. The purpose of the SRI is to recruit these outstanding students, faculty, and other partners to foster collaboration and build synergy among individual efforts and expand them.

SRI GOALS

- To collect, analyze, and disseminate information related to the social dimensions of food, agriculture, and the environment.
- To facilitate communication of science-based information related to the social dimensions of food, agricultural and environmental issues among stakeholders.
- To identify current, emerging, and future social responsibility issues.
- To organize and develop a social responsibility knowledge bank for use by policymakers and stakeholders.

SRI OBJECTIVES

The strategic research focus is output oriented in terms of production of publications, extension reports and research proposals. The ultimate objective for the SRI is to become the recognized world leader in advancing social responsibility in the food, agricultural, and environmental sciences.

CORE SRI PROJECTS AND ACTIVITIES

Several ongoing projects within the CFAES are part of the SRI. A number of these projects were particularly active during the 2006 – 2007 period. A description of each follows, along with an update on associated outputs and impacts.

THE OHIO SURVEY OF FOOD AGRICULTURAL AND ENVIRONMENTAL ISSUES

This is a biennial statewide, mail survey to assess the knowledge, attitudes and behaviors of Ohioans related to emerging—and potentially contentious—food, agricultural and environmental issues. Through this survey, we are able to assess and identify emerging stakeholder public issues and concerns related to food, agriculture and the environment and report these in a timely manner to stakeholders and policy makers throughout Ohio. Topics explored have included Ohioans' views of agriculture's importance in Ohio; attitudes about the environment and land use; food safety concerns; attitudes and behaviors related to local and organic foods; attitudes about animal welfare; and concern about large scale livestock development in the state.

The 2006 Ohio Survey of Food, Agriculture and Environmental Issues covered a wide variety of topics, including views on community and local schools; farming and food production in Ohio; food safety; energy and environmental attitudes; issues related to living the American dream; and some standard socio-demographic and economic items. One section of the survey also addresses issues related to the activities of the Ohio Farm Bureau. The 2006 Ohio Survey was initially mailed to 3,500 Ohio households in the Winter of 2006 and reporting of results and dissemination of results is in progress and several topical reports have been printed and posted on the SRI website. The 2006 Ohio Survey had several contributing partners: the Ohio Farm Bureau Federation, OSU Communications and Technology, OSUE Community Development, and the Department of Agricultural, Environmental and Development Economics. Planning is underway for the 2008 Ohio Survey with thematic areas covering energy, food systems, and community development.

ACCEPTABILITY OF LARGE DAIRY FARM ESTABLISHMENTS IN RURAL OHIO COMMUNITIES

The goal is to identify key factors associated with acceptability or unacceptability of large dairies in local communities. Residents of several communities will be surveyed to determine their attitudes and values concerning large farms. In addition, this research will attempt to identify factors to assist decision-makers and community residents about what changes are likely to occur as a result of the siting of large facilities in their communities. A topical report on the dairy industry in Ohio is currently in progress and maps locating large dairies in Ohio have been created. A master's thesis on this research was completed.

THE SUGAR CREEK WATERSHED PROJECT

The Sugar Creek Watershed Project is a grassroots effort aimed at improving stream water quality by reducing the watershed's nitrogen, phosphorous, sedimentation, and fecal-coliform levels. Ohio Agricultural Research and Development Center scientists partner with the Wayne and Holmes County Soil and Water Conservation Districts, the Wayne County Health Department, and the Wayne and Holmes County offices of Ohio State University Extension in this joint project. Accomplishments include: a new \$3 million National Science Foundation GK-12 grant that will fund eight STEM (Science, Technology, Engineering, and Math) graduate students per year from 2007-2011 to conduct research in the watershed while helping local science teachers to improve science proficiency in the watershed schools by studying their local streams. The project has also received many grants in from USDA-SARE, NSF, USDA, and EPA and has partnered with many grassroots groups and local and state agencies. It is also home to Ohio's first water quality trading plan at Alpine Cheese Company where the community found a socially responsible way to improve the water quality while saving the company money and creating new jobs. In 2007, the Sugar Creek Project was awarded OSU's first McGrath/Kellogg Award for Outreach and Engagement.

THE EXURBAN CHANGE PROJECT

This research analyzes economic, social, agricultural, and land-use changes of Ohio's regions and localities with a focus on exurban areas. The overall goal is to perform applied research and extend information gained to local officials, professionals, and interested citizens to support planning and decision-making at the local level and ultimately improving the quality of life for Ohio residents. Multiple presentations and conference papers (to local, national and international audiences) were given by the Exurban Change Project faculty and staff during the 2006-2007 period on population, land use, and other growth-related changes. Members of the project team served on several land use focused boards and committees to represent the project. The project website had 4,303 visitors in 2006, including 2,087 new users looking for data, reports and presentations on exurbia.

THE STATEWIDE STUDY OF COLLABORATIVE WATERSHED GROUPS

This study examines the membership, goals, strategies, and accomplishments of watershed groups in bringing together stakeholders with an interest in addressing non-point sources of water pollution. Beginning in 1999, this research has included repeated statewide surveys of watershed group leaders and members, in-depth interviews with watershed group leaders, and analysis of watershed group documents including grant applications and progress reports. This project has resulted in numerous peer-reviewed journal articles, Extension reports, and invited conference presentations.

LANDOWNER PARTICIPATION IN VOLUNTARY CONSERVATION PROGRAMS

Starting in 2002, this study has investigated landowner perceptions of, and participation in, various voluntary land use conservation programs. Of particular interest are landowners' feelings about working with federal, state, and local government organizations, as well as non-governmental organizations. This project highlights the importance of trust in the interactions between landowners and program agents.

NEW SRI PROJECTS INITIATED

The SRI initiated the development of several new projects during the 2006 to 2007 year.

LOCAL FOOD SYSTEM DEVELOPMENT

The SRI Executive Committee identified local food system development as a core SRI project for the 2006-2007 period. Activities supporting this effort are described below.

OSU-SRI Food and Farming Announcement

Beginning in February 2006, the SRI launched a bi-monthly moderated e-mail announcement and listserv related to local food and farming. Each issue provides a listing of upcoming events related to food and farming throughout Ohio. Topics and resources are also provided regarding the development of local food systems. Farmers' markets and community-supported agriculture have been explored thus far. There are currently 150 subscribers.

Partnership with Local Matters (Direct Marketing to Restaurants Workshop and Directory)

In partnership with Local Matters and Innovative Farmers of Ohio, a successful workshop and networking opportunity to link farmers with chefs to increase the amount of local food in local restaurants was conducted. The event was held at Lindey's Café, Polaris Shopping Mall, November 6, 2006. There were 50 paid registrants (including farmers and chefs). Thirteen out of 21 producers reported the workshop helped them know and understand much more about direct marketing to restaurants; while eight out of 21 indicated they gained some more knowledge and understanding; 14 out of 21 producers indicated increased interest in direct marketing as a result of the workshop (no producer reported decreased interest).

Support was provided, in partnership with Local Matters and Innovative Farmers of Ohio to develop and distribute a directory of producers in central Ohio selling direct to farmers, including a list of the food products they grow and a listing to restaurants and chefs that buy foods grown locally. The directory was distributed to: Local Matters members, OSU Extension Agriculture Educators, OSU Sustainable Agriculture Team Members, Ohio Farm Bureau Staff, Ohio Ecological Food and Farming Association, Ohio

Fruit and Vegetable Growers Association, Ohio Farmer's Union, Chef's Collaborative, and Innovative Farmers of Ohio. It was also made available upon request via the SRI Local Foods Initiative Listserv.

Topical Report on Local and Organic Foods

In September 2006, a topical report was published on local and organic foods entitled, "A Comparison of Attitudes About Local and Organic Foods, Health and Farming." From publication in September 2006 to June of 2007, the report was downloaded 544 times from the Ohio Survey project website. One of the surveys this research is based on was downloaded 300 times. In 2006, the findings of this research have been widely reported in popular agricultural media outlets including American Farmer, Farm and Dairy, and Ohio Country Journal. The findings are cited in the recently published book, Organic Inc.: Natural Foods and How They Grew by Samuel Fromartz. The findings were utilized by John Sturm, vice president, Sunflower Markets as market research for the siting of three retail stores in the Columbus Metro region. Bean Smith's research was publicly recognized at the grand opening of the flagship Sunflower Market store at South Campus Gateway, September 12, 2006.

Invited Presentations on Local Foods

To facilitate the flow of information about research on this topic, invited presentations were presented to several audiences during the 2006 – 2007 period. Notable invited presentations include: 2007 Organic Trade Association Meetings (Bean Smith); 2006 Ohio Direct Marketing Association (Bean Smith); Ohio Fruit and Vegetable Growers Congress (Inwood); and Garden Club of America (Sharp).

Seminar and Discussion Series Hosted

The SRI also co-hosted (with Simply Living) a seminar and discussion series on food systems during Winter and Spring 2007. Four events made up this series. Joe Kovach, coordinator of the OSU Integrated Pest Management Program at OSU kicked-off the series (February 27) with a presentation entitled, "The Potential of Urban Agriculture." Approximately 100 stakeholders and OSU faculty, staff and students attended this presentation. An additional 25 viewed the presentation via teleconferencing on the Wooster campus. The second seminar (March 17) in the series

featured Phil Howard, assistant professor of Community, Food and Agriculture at Michigan State. His presentation, "Be Careful What You Wish For: The Mainstreaming of Organic Food" was attended by approximately 50 stakeholders and OSU faculty, staff and students. This presentation was also viewed by Wooster faculty, staff and students via teleconferencing.

The latter two events in this series were panel discussions. The first panel discussion (April 19), "From Field to Table: Increasing our Local Food Supply" featured Michael Jones, Susan Weber, Willis Brown and Lynne Genter. Panelists spoke about their experience in local food system development work. Approximately 30 stakeholders attended. The second panel discussion (May 8), "A Local Carrot and Chicken in Every Pot! The Value of a Community Food Assessment" addressed the topic of food assessments and mapping of local foods. Panelists included: Carol Goland, Noreen Warnock, Marilyn Welker and Jeff Sharp. Approximately 30 stakeholders attended.

AGRICULTURAL ARTS APPRECIATION

The SRI and the Wexner Center for the Arts partnered on The Beanfield, a project envisioned and led by Ohio State University faculty member Michael Mercil for the Living Culture Initiative in the Department of Art. The Beanfield overlooks the OSU Oval on central campus and is a work of ecological, educational, and social encounter recalling the agricultural roots of The Ohio State University as a land-grant institution. Inspired, in part, by the 2.5 acres of beans cultivated by Henry David Thoreau at Walden Pond, this 500-square-foot demonstration plot includes 49 sets of poles planted with four varieties of beans.

During the Fall of 2006, the beans were harvested and dried for distribution across campus as food for thought and seed for imagination. Students from across the Ohio State campus are involved in maintaining the site. Rural Sociology 105 students visited The Beanfield and were asked to write about and discuss its significance for American society. The site is expected to be utilized for future introductory rural sociology course content.

During 2006, the project was featured in the OSU Alumni Magazine and The Columbus Dispatch. A

presentation by Mercil was also made at the 2006 Imagining America: Artists and Scholars in Public Life Conference hosted in Columbus. The Beanfield was replanted in May 2007 and programming and outreach associated with its significance is being developed for dissemination during the 2007 – 2008 academic year, including an interdisciplinary course being developed and offered by Rick Livingston, associate director of the OSU Institute for Collaborative Research and Public Humanities during the Fall 2007 academic quarter based on The Beanfield.

POLICY TOOLS FOR COLLABORATIVE WATERSHED MANAGEMENT

The SRI through the SRI SEEDS Program selected and funded a proposal to identify and examine the effectiveness of environmental policy tools in different contexts. The project led by Tom Koontz and Joe Bonnell is expected to produce a scholarly article for publication in a peer-reviewed journal. It is also expected to assist the Great Lakes Regional Water Quality Leadership Team to evaluate and improve the effectiveness of government assistance to collaborative efforts. Results will also be disseminated via the Ohio Watershed Academy, a five month professional development course that trains dozens of watershed partnership leaders across Ohio each year. It is also anticipated that the findings from this project will be the basis for additional scholarly and applied work in the area of policy trends in watershed management.

EVIDENCE OF SRI MULTIDISCIPLINARY AND INTERDISCIPLINARY APPROACH

Examples of interdisciplinary and multidisciplinary work and collaborations the SRI engaged in during 2006-2007 are:

- In April 2006, the SRI submitted a proposal to the USDA Food and Agricultural Sciences National Needs Graduate and Postdoctoral Fellowship Grants Program entitled, **“Training in the Sustainable Sciences through an Interdisciplinary Graduate Program in Rural Sociology (IGPRS)”** for \$231,000. This proposal was funded at \$156,000 to fund four master’s level students to study under the direction of an

interdisciplinary academic advisory committee and to study food and agricultural systems utilizing the Ecological Pyramid. Two recruited Fellows will join the SRI in the Fall of 2007 and recruitment for the additional Fellows is underway.

- In June 2007, the SRI submitted a proposal to the USDA Food and Agricultural Sciences National Needs Graduate and Postdoctoral Fellowship Grants Program entitled, **“Training Future Faculty in the Sustainable Sciences Through an Interdisciplinary Ph.D. Program in Rural Sociology (IPPRS)”** for \$229,500 to fund three doctoral level students.
- The SRI awarded the Agriculture and Community Working Group through the SRI SEEDS program funding **to support the interdisciplinary project, “Farm Animal Welfare in Ohio: Assessing Public Concern and Implications for the Food Animal Industry”** to extend an Ohio focused project to the national level, providing new opportunities for external funding and publications. **This funding will support a survey of a national sample of households.** This project is part of the Social Responsibility Initiative in the Department of Human and Community Resource Development, and involves faculty from the Department of Human and Community Resource Development and the Department of Animal Sciences at OSU as well as faculty from the Animal Welfare Centre at Monash University, Australia. This project will provide the first detailed information on U.S. attitudes and behavior regarding farm animal welfare, and the first systematic research on the food animal industry’s response to current public concern about adoption of animal welfare-related practices.
- A proposal for a **Kellogg Chair and Endowment in Social Responsibility** was developed and submitted to the Kellogg Foundation during Fall 2006. This proposal strengthens the mission of the SRI to actively encourage interdisciplinary and multidisciplinary scholarship in socially

responsible food, agricultural, and environmental systems.

- **The Beanfield** is a unique collaboration between the College of the Arts and faculty in the College of Food, Agricultural and Environmental Sciences including both social and natural scientists to encourage and develop public agricultural arts appreciation and dialogue.

SRI OUTREACH AND ENGAGEMENT

The SRI mission is to generate, collect, analyze and disseminate research-based information on the social responsibility dimensions of food, agriculture and environmental issues. The SRI utilizes several channels of communication to disseminate information to policymakers and stakeholders on topical issues associated with food, agricultural, and environmental issues. The SRI website (<http://sri.osu.edu>) is continuously being updated as new content is developed. Promotional Materials, including the SRI Brochure and Director’s Highlights, a quarterly newsletter on activities and accomplishments associated with the SRI are distributed at every SRI hosted event and are made available upon request. The Director’s Highlights is distributed to OSU CFAES Administration and departmental chairs and all 88 Ohio county Extension offices.

WEBSITE ACTIVITY

Interest in the SRI is substantial as evidenced by the SRI website. Table 1 shows the number of visitors to the SRI website to date. On average, there are 33 visitors to the SRI site per day and an average of 1008 visitors per month. As more content is developed and added to the site and the site becomes more interactive, increased outreach and awareness of the SRI via this mode of communication is expected.

Table 1. SRI Website Activity

Month	Total Visitors	Average Visits/Day/Month
July 2006	889	29
August 2006	580	19
September 2006	677	22
October 2006	968	31

November 2006	603	20
December 2006	1047	34
January 2007	1061	34
February 2007	1010	36
March 2007	1115	37
April 2007	1216	42
May 2007	1329	43
June 2007	1606	53

TOPICAL REPORT SERIES

The SRI disseminates some of its research results via the topical report series found on the SRI website and printed versions are available upon request. Below are topical reports written during the 2006-2007 period.

2007

Kendall, Holli. 2007. (*forthcoming*) Ohio’s Dairy Industry. Social Responsibility Initiative Report #X. Columbus, OH: Department of Human and Community Resource Development.

2006

Adua, Lazarus and Jeff S. Sharp. Methodology Report: 2006 Ohio Survey of Food, Agriculture and Environmental Issues. Social Responsibility Initiative Report #3. Columbus, OH: Department of Human and Community Resource Development.

Bean Smith, Molly, Jeff S. Sharp, and Melanie Miller. 2006. “A Comparison of Attitudes about Local and Organic Foods, Health, and Farming.” Social Responsibility Initiative Topical Report #1. Columbus, OH: Department of Human and Community Resource Development.

Sharp, Jeff S. 2006. Summary Report: 2006 Ohio Survey of Food, Agriculture, and Environmental Issues. Social Responsibility Initiative Topical Report #2. Columbus, OH: Department of Human and Community Resource Development.

Tekle, A., C. Shanahan, and N.H. Hooker. 2006. Tracking the Organic Content of New Foods. First Report AEDE-FR-0016-06.

HOSTED SEMINARS/WORKSHOPS

The SRI hosted two workshops/seminars with social responsibility content during the 2006 – 2007 period. Graduate and undergraduate students, faculty, and

staff throughout OSU and OSUE were invited, as well as stakeholders, to each event, as well as to activities associated with each visit.

Seminar Series I: Sustainability, Consumption, and Culture

The SRI hosted, in partnership with Simply Living, a lecture series during Fall 2006 themed, "Sustainability, Consumption, and Culture" during Autumn 2006. Simply Living is an organization whose purpose is to educate themselves and others to live responsibly and sustainably in relationship with the earth and one another. Vicki Robin (September 24), David Korten (October 13), and John de Graaf (November 13) were invited to share their work and views on this topic with Ohio State faculty, staff, students, and stakeholders. Robin is co-author of *Your Money or Your Life* and co-founder of the Center for the New American Dream. Koren is the author of *When Corporations Rule the World* and board chair and co-founder of the Positives Futures Network, which publishes *Yes! Magazine* and supports active engagement in creating a just, sustainable, and compassionate world. De Graaf is a documentary filmmaker and producer and editor of *Take Back Your Time* which is a national initiative of the Simplicity Forum that challenges the epidemic of overwork and overscheduling. In all, more than 250 people attended the series.

Seminar Series II: Food Systems

The SRI also co-hosted (with Simply Living) a seminar and discussion series on food systems during Winter and Spring 2007. Four events made up this series. Joe Kovach, Coordinator of the OSU Integrated Pest Management Program at OSU kicked-off the series (February 27) with a presentation entitled, "The Potential of Urban Agriculture." Approximately 100 stakeholders and OSU faculty, staff and students attended this presentation. An additional 25 viewed the presentation via teleconferencing on the Wooster campus. The second seminar (March 17) in the series featured Phil Howard, assistant professor of Community, Food and Agriculture at Michigan State. His presentation, "Be Careful What You Wish For: The Mainstreaming of Organic Food" was attended by approximately 50 stakeholders and OSU faculty, staff and students.

Wooster campus faculty, staff and students also participated in this seminar via teleconferencing.

The latter two events in this series were panel discussions. The first panel discussion (April 19), "From Field to Table: Increasing our Local Food Supply" featured Michael Jones, Susan Weber, Willis Brown and Lynne Genter. Panelists spoke about their experience in local food system development work. Approximately 30 stakeholders attended. The second panel discussion (May 8), "A Local Carrot and Chicken in Every Pot! The Value of a Community Food Assessment" addressed the topic of food assessments and mapping of local foods. Panelists included: Carol Goland, Noreen Warnock, Marilyn Welker and Jeff Sharp. Approximately, 30 stakeholders attended.

Workshop: Direct Marketing to Restaurants

The SRI partnered with Local Matters and Innovative Farmers of Ohio to present a workshop in November 2006 on direct marketing to restaurants. The Ohio Farm Bureau Foundation sponsored the event. Some 55 producers and chefs gathered at Lindey's Café in Columbus for a one-day workshop on direct marketing to restaurants. The program featured chef and farmer panels, a kitchen tour and talk, and featured speaker Bob Jones, Jr. of the Chef's Garden in Huron, OH. Chef's Garden is a family farm and the leading grower of artisanal products in the United States for the world's top chefs.

PUBLIC PRESENTATIONS

The following are a list of presentations conducted by SRI affiliated faculty, staff and students.

2007

- Bean Smith, M. 2007. "Profiling the Local Foods Consumer." Invited Presentation at the Organic Trade Association's All Things Organic Conference. Chicago, IL.
- Inwood, S.M., J.S. Sharp, J. Clark, D. Jackson-Smith and L. Porecca. 2007. "Community Influence on Farm Adaptation at the Rural-Urban Interface." Emerging Issues Along Urban/Rural Interfaces II: Linking Land Use-Science and Society. Atlanta, GA.

- Miller, M. and M. Mariola. 2007. "Earth to Farmers: Extension and Adoption of Environmental Technologies in the Parismina Watershed, Costa Rica." Presentation at the Fifth Annual Ohio Latinamericanist Conference.
- Sharp, J.S. 2007. "The Case for Local Foods." Presentation at the Mid-Ohio Valley Agricultural Opportunities Conference.
- Sharp, J.S. 2007. "Ohioans Views of Agriculture and Local Foods." Presentation at the 28th Annual Ohio Ecological Food and Farming Association Meeting. Granville, OH.
- Sharp, J.S. 2007. "What Ohioans Think about Agriculture." Presentation to the Ohio NRCS Leadership Team Conference.
- Sharp, J.S. 2007. "What Ohioans Think about Agriculture." Invited presentation at the 2007 Ohio Livestock Coalition Annual Meeting and Industry Symposium.
- 2006**
- Adua, L. and J.S. Sharp. 2006. "Energy Costs and Household Economic Adjustment." Paper presented at the 69th Annual Meeting of the Rural Sociological Society. Louisville, KY.
- Bean Smith, M. 2006. "The Diversity of Alternative Food System Supporters." Paper presented at the 69th Annual Meeting of the Rural Sociological Society. Louisville, KY.
- Clark, J. K. Munroe, D.K., and E. Irwin. 2006. "Exurban Settlement Pattern and the Exurban Condition: A Typology of US Metropolitan Areas." Prepared for the 53rd Annual North American Meetings of the Regional Science Association International. Toronto, Ontario.
- Lobao, L. 2006. Spatial Inequality: A View from Sociology. Paper presented at the Cambridge University Symposium on Poverty and Place. Cambridge, England.
- Sharp, J.S., J.K. Clark, and K. Martin. 2006. "The American Dream Realized? Community and Life Satisfaction of Exurbanites." Paper presented at the 69th Annual Meeting of the Rural Sociological Society. Louisville, KY.
- Sharp, J.S. 2006. "Background on the Ohio Survey of Food, Agricultural, and Environmental Issues." Invited presentation at Pre-session on Rural Polls at the 69th Annual Meeting of the Rural Sociological Society. Louisville, KY.
- Sharp, J.S. 2006. "The Case for Local Foods: A Global (and local) Perspective." Presentation to Garden Club of America Zone X Horticulture Symposium. Cuyahoga Valley National Park, OH.
- Sharp, J.S. 2006. "Ohioans and Agriculture: The Social Dimensions." Presentation to the Membership Committee, Ohio Farm Bureau Federation Board of Trustees.
- Sharp, J.S. 2006. "Views of Agriculture." Presentation to Ohio Professional Agricultural Communicators Network. Columbus, OH.
- Sharp, J.S. 2006. "Ohioans and Agriculture: The Social Dimensions." Presentation to the Ohio Farm Bureau Leadership Conference. Columbus, OH.
- Sharp, J.S. and L. Adua. 2006. "Ohioans Views of Energy and Household Responses to Increased Energy Costs." Presentation to Simply Living Peak Oil and Global Warming Learning Group. Columbus, OH.
- Shang, W. and N.H. Hooker. 2006. "Scales or Stars? Consumer Preferences for Food Quality Signals." Selected paper presented at AAEA Meeting. Long Beach, CA.
- Tucker, M.A., H. Cho, and J.S. Sharp. 2006. "Media Dependency Among Rural and Urban Ohioans: The Role of Perceived Risk and Source." Paper presented at the 69th Annual Meeting of the Rural Sociological Society. Louisville, KY.

POSTER PRESENTATIONS

- Inwood, S.M. and J.S. Sharp. 2006. Farmer Adaptation at the Rural-Urban Interface. Rural Sociological Society Annual Meeting. Louisville, KY.

SELECT MANUSCRIPTS ASSOCIATED WITH WORKING GROUPS AND PROJECTS

The following is a list of manuscripts developed and associated with SRI-related projects for the 2006 to 2007 period.

Birkenholz, R. J., Ewing, J. O., Ignosh, M. K., & Flinn, W. (2006, September). "Social responsibility: The fourth dimension." Proceedings of the North Central Region Agricultural Education Research Conference, Ames, IA.

Bonnell, J.E. and T.M. Koontz. In press. "Stumbling Forward: The Organizational Challenges of Building and Sustaining Collaborative Watershed Management." Society and Natural Resources.

Kendall, Holli, Linda Lobao, and Jeff Sharp. "Public Concern with Animal Well-Being: Place, Social Structural Location and Individual Experience." Rural Sociology 71(3).

Koontz, T.M. "Collaboration for Sustainability? A Framework for Analyzing Government Impacts in Collaborative Environmental Management." Sustainability: Science, Practice and Policy 2(1): <http://ejournal.nbii.org/progress/index.html>

Teratanavat, R.P. and N.H. Hooker. "Consumer Valuations and Preference Heterogeneity for a Novel Functional Food." Journal of Food Science 71(7): 5533-541.

Whaley, S.R., M. Tucker, and J.S. Sharp. "Consumer perceptions of food-related risks." International Journal of Food Science and Technology 41: 135-146.

NETWORKING

Networking and representation at meetings and events is important for building future collaborative arrangements and identifying funding opportunities. It also builds name recognition for the SRI and allows the SRI to identify stakeholder concerns. The administrative leadership and staff of the SRI attended approximately 20 meetings or events representing the interests of the SRI (Table 2).

Table 2. Attendance at meetings and events

Activity Date	Organization
2007	
March 28	Phil Howard, Michigan State University, Columbus, OH
April 3-4	NC 506 Committee, Sustainable Biorefining Systems for Corn Ethanol in the North Central Region, Madison, WI
April 18	Local Matters, Columbus, OH
April 19	OARDC Conference, Columbus, OH
May 5-6	Organic Trade Association Annual Meeting, Chicago, IL
May 2	ODA, Ohio Proud Program Strategic Visioning, Reynoldsburg, OH
June 6	ODA, Ohio Proud Program Strategic Visioning, Reynoldsburg, OH
June 8	OSU Dining Services Introduction and Strategic Planning, Columbus, OH
2006	
July 28	Local Matters, Columbus, OH
August 9	Vreba-Hoff Dairy Development Inc., Wooster, OH
August 11	Ohio Agricultural Council, Hall of Fame Breakfast, Columbus, OH
August 12-13	Annual Rural Sociological Society Meeting, Louisville, KY
August 24	CFAES Vice President's Advisory Council Meeting, Columbus, OH
August 31	Local Matters and Innovative Farmers of Ohio, Columbus, OH
August – September	Loramie Valley Alliance on Loramie Valley Watershed Project
September 14	School of Environment and Natural Resources Annual Retreat
October 7	Imagining America, Renaissance Hotel, Columbus, OH
October 9	Policy and Outlook Kickoff Meeting, Columbus, OH
November 2	7 th Annual Ohio Farmland Preservation Summit, Reynoldsburg, OH
November 6	Direct Marketing to Restaurants, Lindey's Café, Columbus, OH
November 9	Ohio Agricultural Council, Protecting our Food Industry
November 20	Inaugural Ohio Renewable Energy Summit, Buckeye Renewable Fuels Association, Columbus, OH

DEVELOPMENT OF SRI INSTRUCTIONAL PROGRAM

GRADUATE RESEARCH SEED GRANTS

Two graduate student SRI SEED grants (stipend, fees and tuition for one quarter) were awarded to support graduate research consistent with the current topical foci of the SRI for the academic year 2005-2006. The graduate student seed grant monies are to be used to develop competitive proposals for submission to funding programs specifically designed for graduate students (such as NSF or NCSARE) or to assist in the development of proposals for other programs in collaboration with a faculty PI (preferably the student's advisor) that will, if successful, fund future research involving the student and the faculty advisor; and support for the preparation of peer-reviewed manuscript(s) on topics related to the SRI for which the student is the first author.

The awards and outcomes were as follows for the 2006 competition:

Ester Mwangi, "The Impact of Agricultural Regimes on HIV/AIDS Risky Behavior in Kenya," advisor: Linda Lobao, Rural Sociology Program.

Output: Development of a grant proposal to OSU Office of International Affairs to fund dissertation research work in Kenya (Funded \$2,000) and development of another proposal submitted and funded by The International Food Policy Research Institute (IFPRI), Food Consumption and Nutrition Division.

Christopher Shanahan, "The Evolution of Organic: Trade, Certification, Labels and Market Orientation," advisor: Neal Hooker, Agricultural, Environmental and Development Economics.

Output: Development of an on-line report entitled, "Tracking the Organic Content of New Foods" and development of a dataset of organic content foods.

ADDITIONAL GRADUATE LEVEL TRAINING OPPORTUNITIES

In addition to the SRI Graduate Research Seed Grants, at least three other sources of funding are provided by the SRI and its associated projects to assist in graduate-level training. The Acceptability of Large

Dairy Farm Establishments in Rural Ohio Communities, The Ohio Survey, and the Exurban Change Project fund several graduate research associates. Graduate students receiving financing from these projects and using project results as part of their thesis and/or dissertation are:

Adua, Lazarus, (originally admitted with Ford Foundation funds); Advisor: Jeff Sharp
Aduga, Emmanuel; Advisor: Bill Flinn
Bean Smith, Molly; Advisor: Jeff Sharp
Ewing, Joann; Advisor: Bob Birkenholz
Ignosh, Maria; Advisor: Bob Birkenholz
Inwood, Shoshanah; Advisor: Jeff Sharp
Kendall, Holli; Advisor: Linda Lobao
Mariola, Matt; Advisor: Richard Moore
Miller, Melanie; Advisor: Bill Flinn
Sowga, Shauna; Advisor: Bill Flinn

Beginning in Fall 2007, two Fellows will be starting a social responsibility focused master's program in Rural Sociology funded through the USDA National Needs grant the SRI received. An additional two Fellows will be joining the program in 2008.

SRI UNDERGRADUATE TRAINING

A proposal for the development of a new specific social responsibility undergraduate GEC course was submitted to the CFAES and funded. Core aspects of this course will address the concept of social responsibility and aspects of it in specific contexts such as agribusiness, the health care industry, educational settings, and the retail environment. Additional content will focus on aspects of social responsibility in scientific and technical contexts. It is expected this course will be offered during the 2008-2009 academic year.

In addition to the development of an undergraduate course focused on social responsibility to enhance undergraduate education, opportunities and funding are available for undergraduate students to work on the Ohio Survey and other SRI projects as either employed student workers or as honor's projects. Social responsibility content is also included informally in many HCRD courses. Currently, the introductory rural sociology courses have SRI content and the agricultural communications undergraduate

students utilize SR topics and project findings for course writing assignments and for their publication, *The AgriNaturalist*. The SRI is exploring the possibility of surveying the CFAES faculty to determine the number and type of courses in which SRI materials are used.

The SRI also currently employs two undergraduate work-study students. Their primary responsibilities include working with SRI faculty and staff on development of SRI materials and dissemination of SRI developed content.

SRI PROPOSAL DEVELOPMENT AND GRANT ACTIVITY

Preparing research proposals for external funding continues to be a core activity associated with the SRI. The following is a listing of proposals developed under SRI leadership.

2007

USDA Food and Agricultural Sciences National Needs Graduate and Postdoctoral Fellowship Grants Program: Training Future Faculty in Sustainable Sciences Through an Interdisciplinary Ph.D. Program in Rural Sociology, \$229,500 (submitted).

OSU CARES Proposal Concept Paper: Arts Appreciation for Youth Development, \$20,000 (in process).

Kellogg Foundation, Building a Healthy America: A Proposal for Enhanced Policy Development in Rural Communities Across North America (submitted pre-proposal).

National Urban and Community Forestry Advisory Council, "Knowledge Assessment & Lessons Learned by Urban Foresters for Use in Educating Municipalities and the General Public about the Emerald Ash Borer," \$122,113 (submitted).

2006

Kellogg Foundation, Chair of Social Responsibility for Sustainable Food Systems Proposal (submitted).

Kellogg Foundation, Endowment Fund for Socially Responsible Food Systems (submitted).

NCR-SARE – Research and Education Grants Pre-proposal: Sustainability and Local Foods:

Identifying what consumers value about local foods, \$98,866 (submitted and accepted for full proposal).

USDA Food and Agricultural Sciences National Needs Graduate and Postdoctoral Fellowship Grants Program: Training in the Sustainable Sciences through an Interdisciplinary Graduate Program in Rural Sociology (IGPRS)" for \$231,000. (funded at \$156,000 for four master's level students).

Ohio Agricultural Research and Development Center SEEDS Interdisciplinary Team Research Grants Program: Farm Animal Welfare in Ohio: Assessing Public Concern and Implications for the Food Animal Industry, \$99,180 (funded).

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