Broadband Access Among Latino Producers In Adopting Climate-smart Sustainable Agriculture And Connecting With High-paid Markets In Missouri.

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Presentation Outline

Justification

Methodology

Demographics

Discussion

Conclusions

Broad Band Access Assumption As A Power OF Communication

- Broadband access and use among Latino farmers and ranchers increases community involvement
- Farmers increase involvement with local farmer markets
- Allow access to specialty and high-value markets
- Access to new technologies that reduce production cost
- Allow farmers to learn remotely advances in climate change practices
- Increase the use of intelligent applications to climate change
- Implications

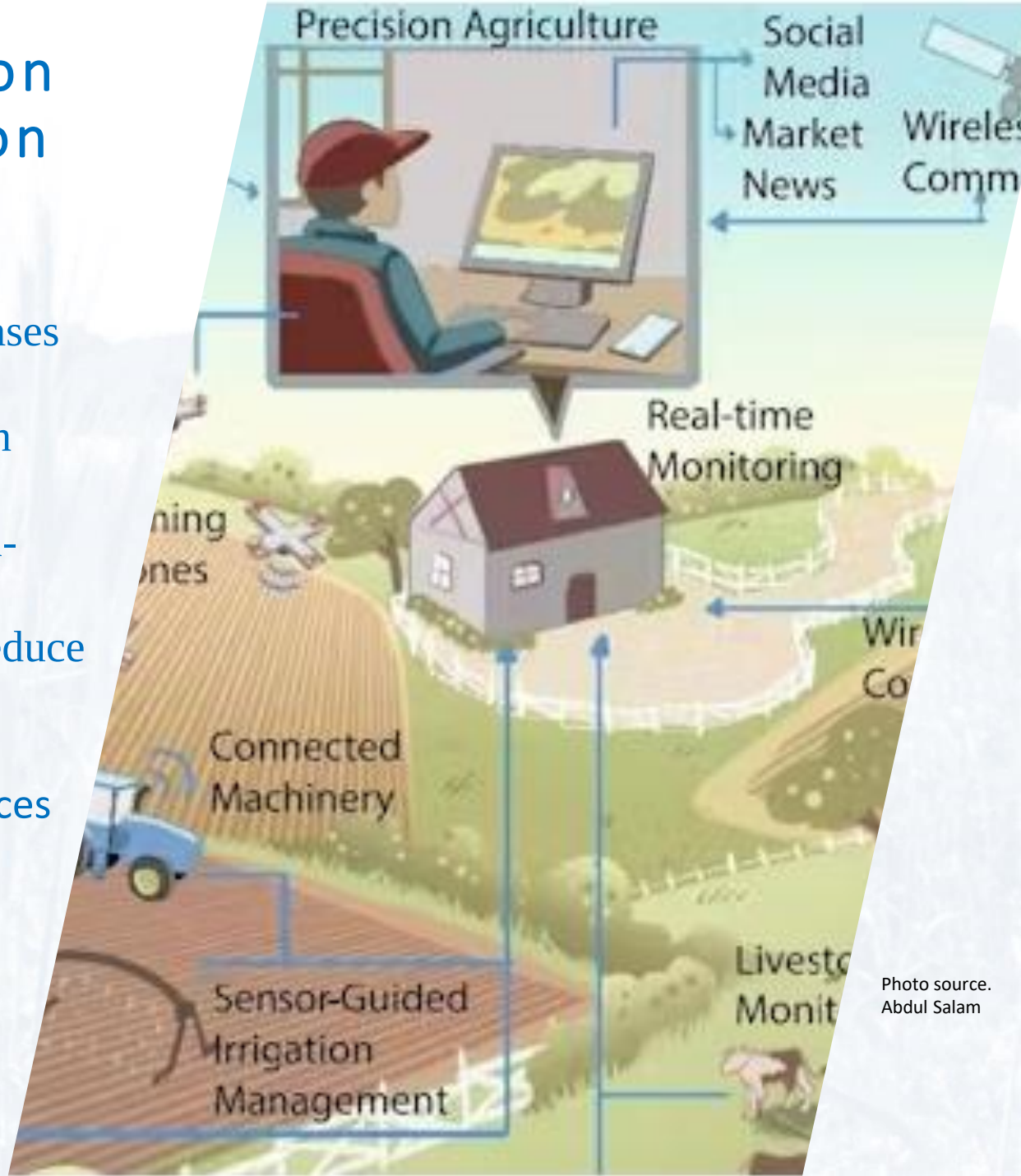


Photo source. Abdul Salam

Objective

- To assess how Latino farmers respond to broadband access and social media use to adopt sustainable farming methods and connect with local markets.

Methodology

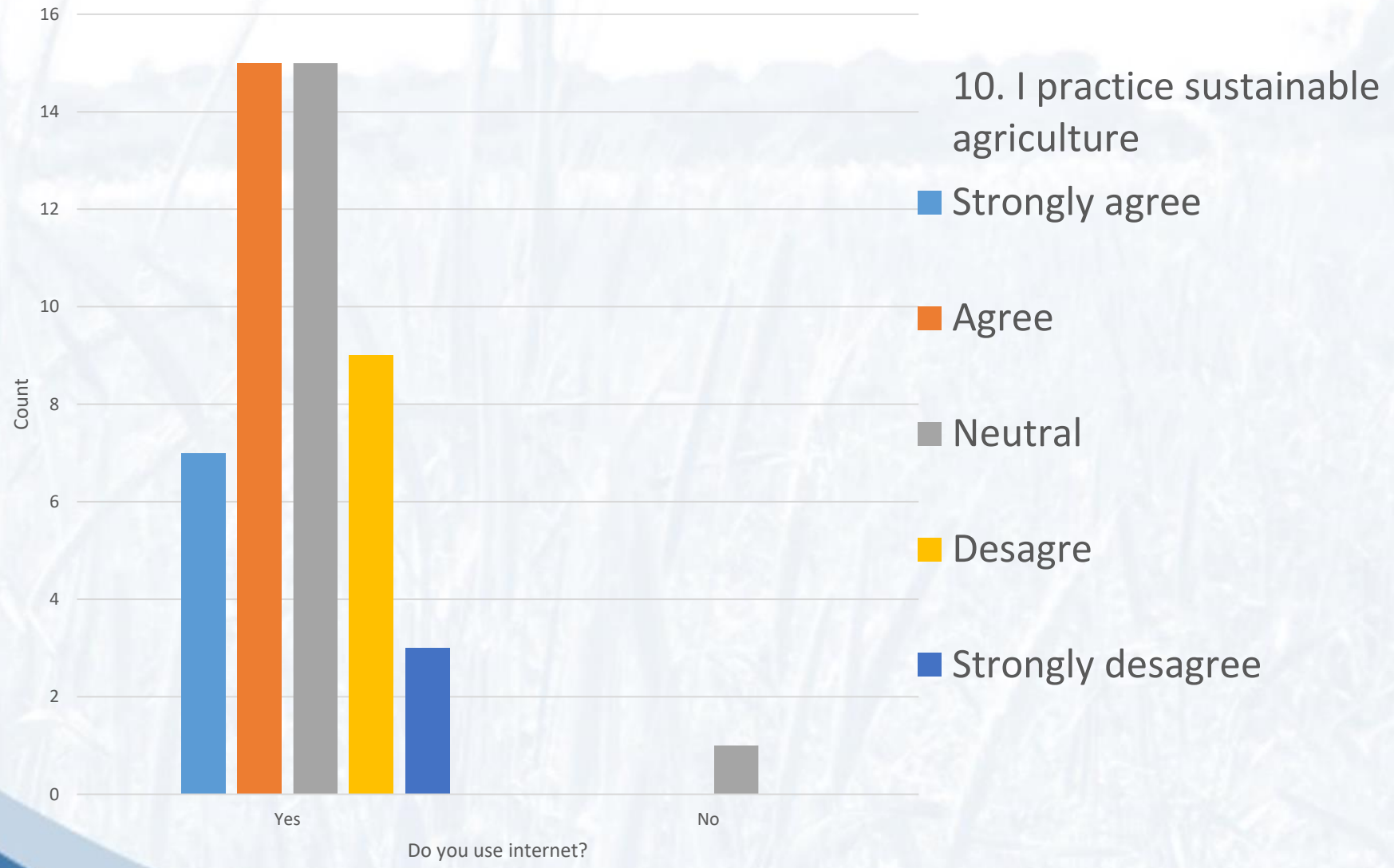
- Data from a sample of fifty Latino farmers in Missouri is used to evaluate factors influencing farmers' use of social media outlets to grow their agribusiness.

- This study is not limited to technical, cultural, and socio-economic factors incentivizing producers' integration into local food systems

Demographics (n=50)

Variable	Parameter	Farmers	%
Years in farming	< 3 years	6	12
	≥ 3 < 6	7	14
	≥6 < 10	13	26
	≥10 <15	14	28
	≥15	10	20
Farm size (acres)	< 1	8	16
	≥ 1 < 5	3	6
	≥5 < 9	7	14
	≥10 <20	11	22
	≥20 <50	16	32
	≥50	5	10
Internet access	Yes	49	98
	No	1	2
Income	< 15K	2	4
	≥ 15K < 35K	4	8
	≥ 35K < 45K	13	26
	≥ 45K < 50K	11	22
	≥50K	20	40
Income from Farming (%)	< 10 %	33	66
	≥ 10 < 20	10	20
	≥ 20 < 30	3	6
	≥ 30 < 40	4	8
	≥ 40	0	0
Formal Education (years)	< 6	24	48%
	≥ 6 < 9	8	16
	≥ 9 < 12	11	22
	≥ 12 < 15	5	10
	≥ 15	2	4
Age (years)	< 18	0	0
	≥ 18 < 35	1	2
	≥ 35 < 55	24	48
	≥ 55	25	50
Gender	Female	1	2
	Male	49	98

Analysis (n=50)



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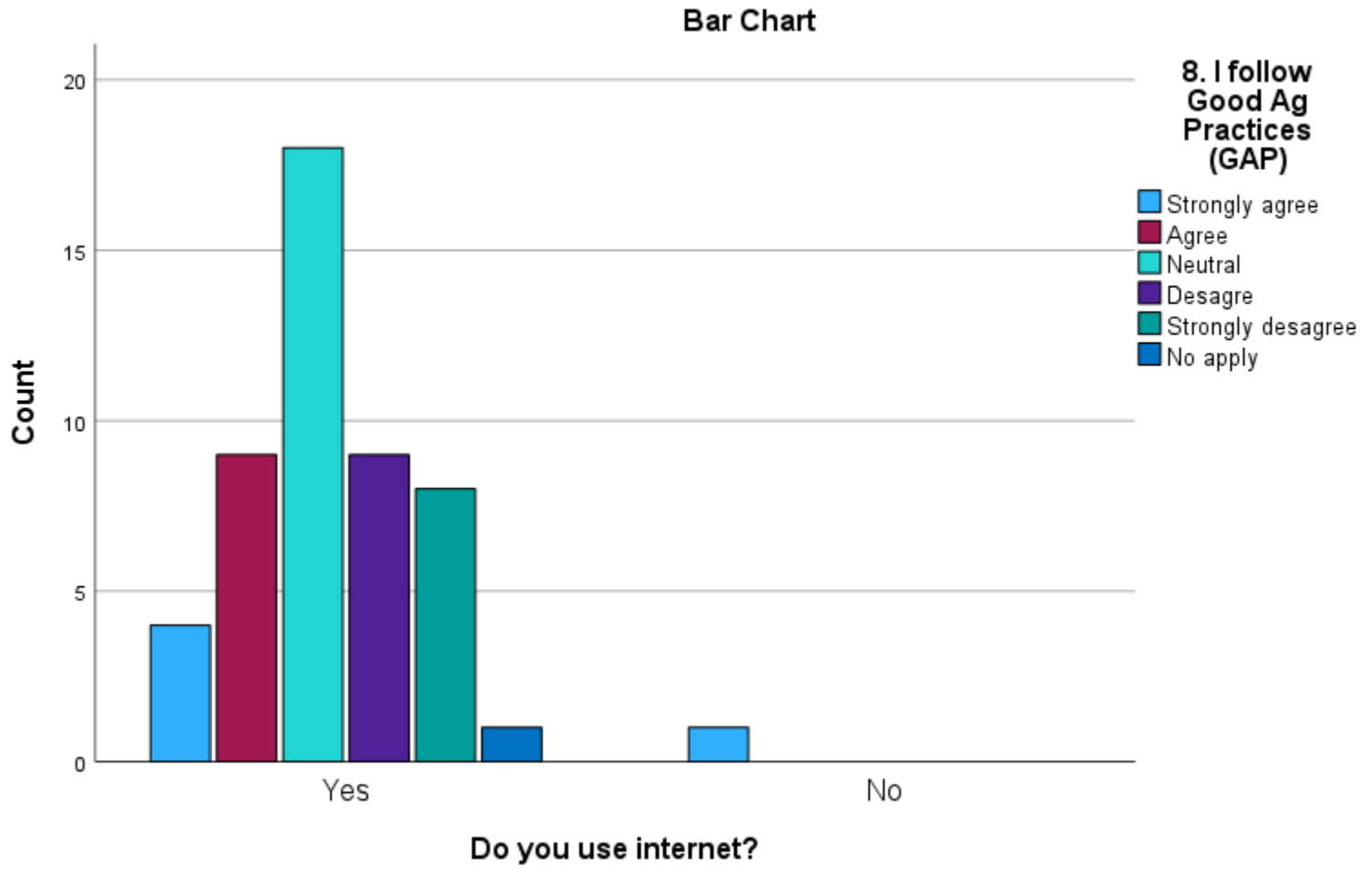

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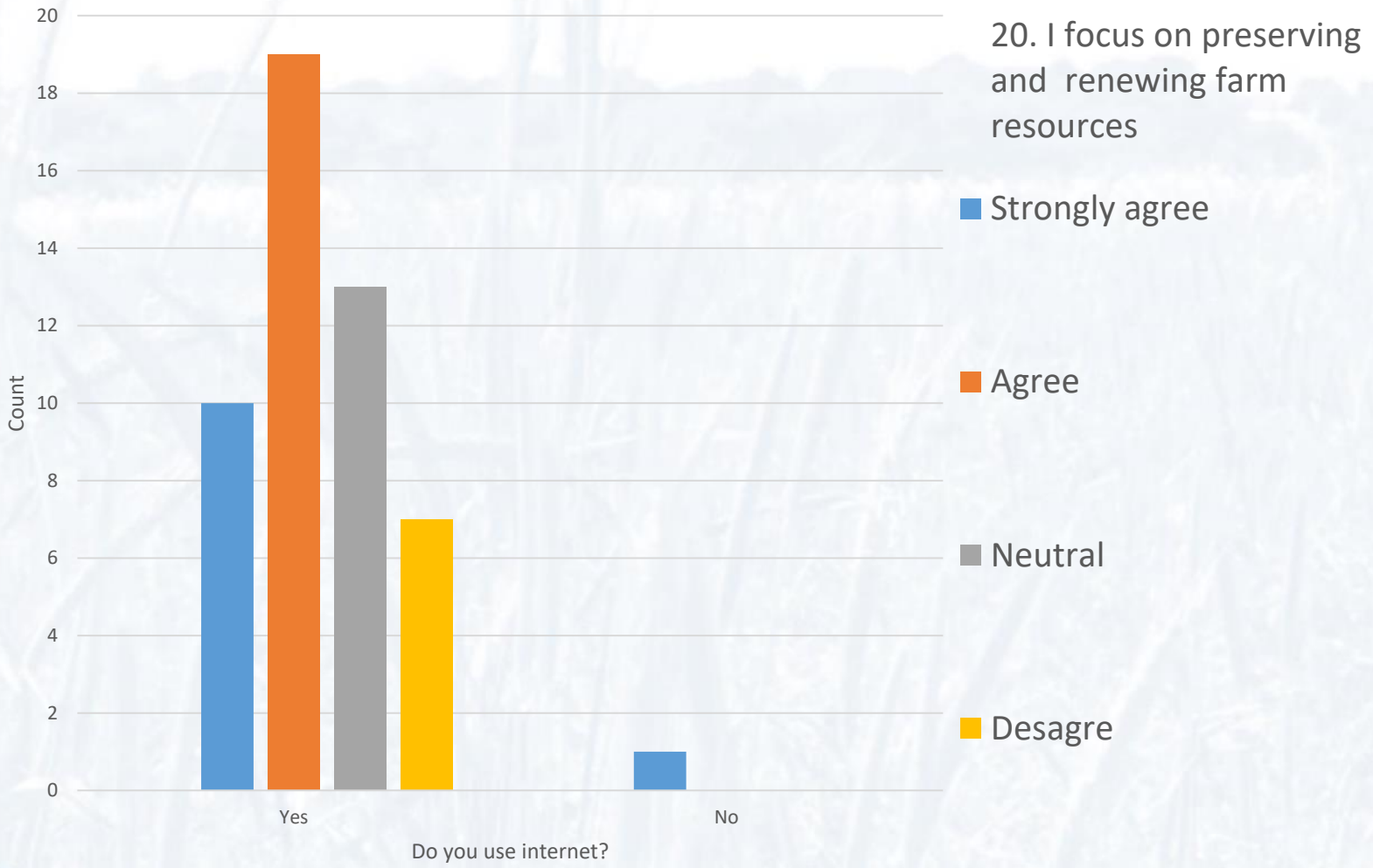

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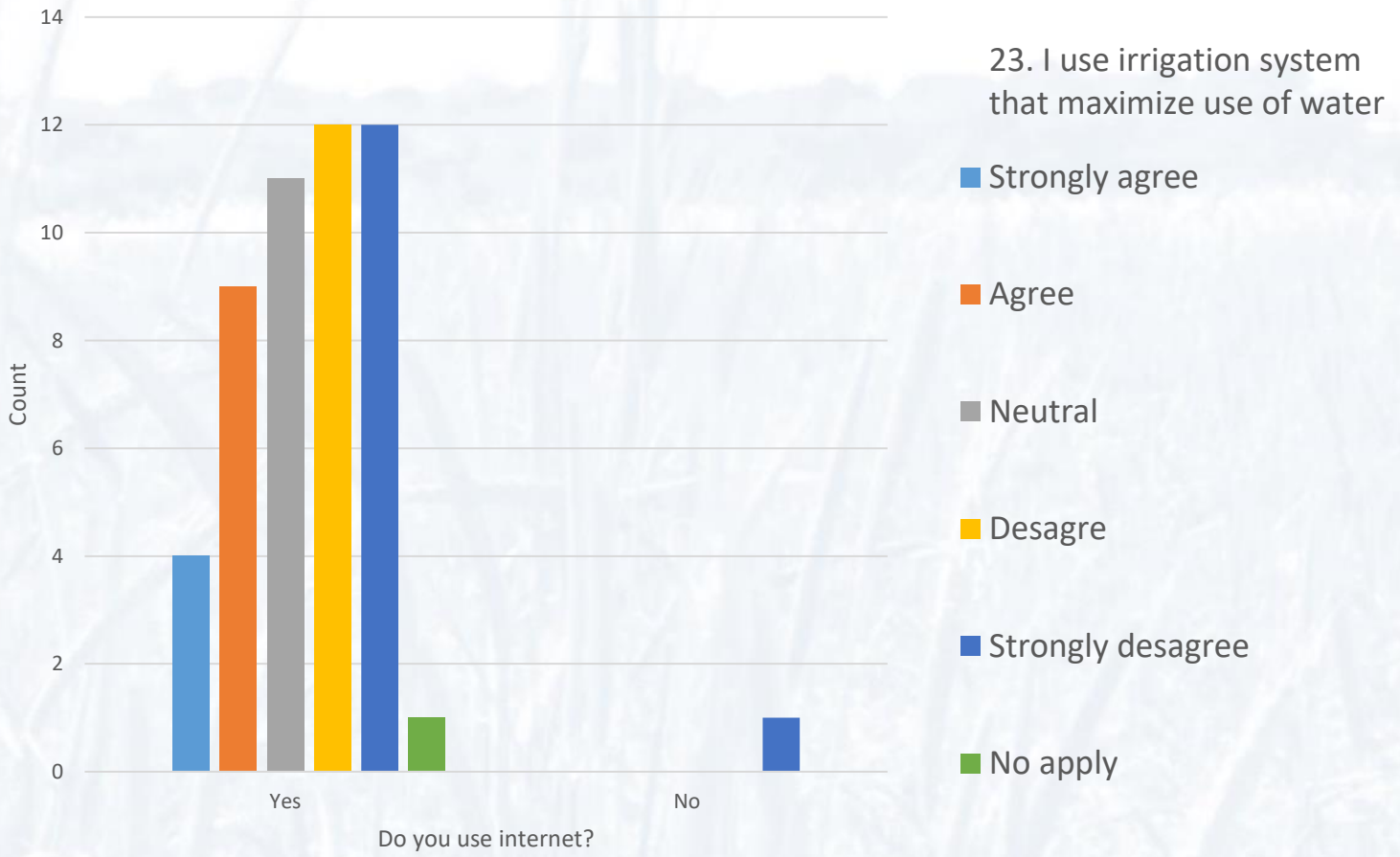

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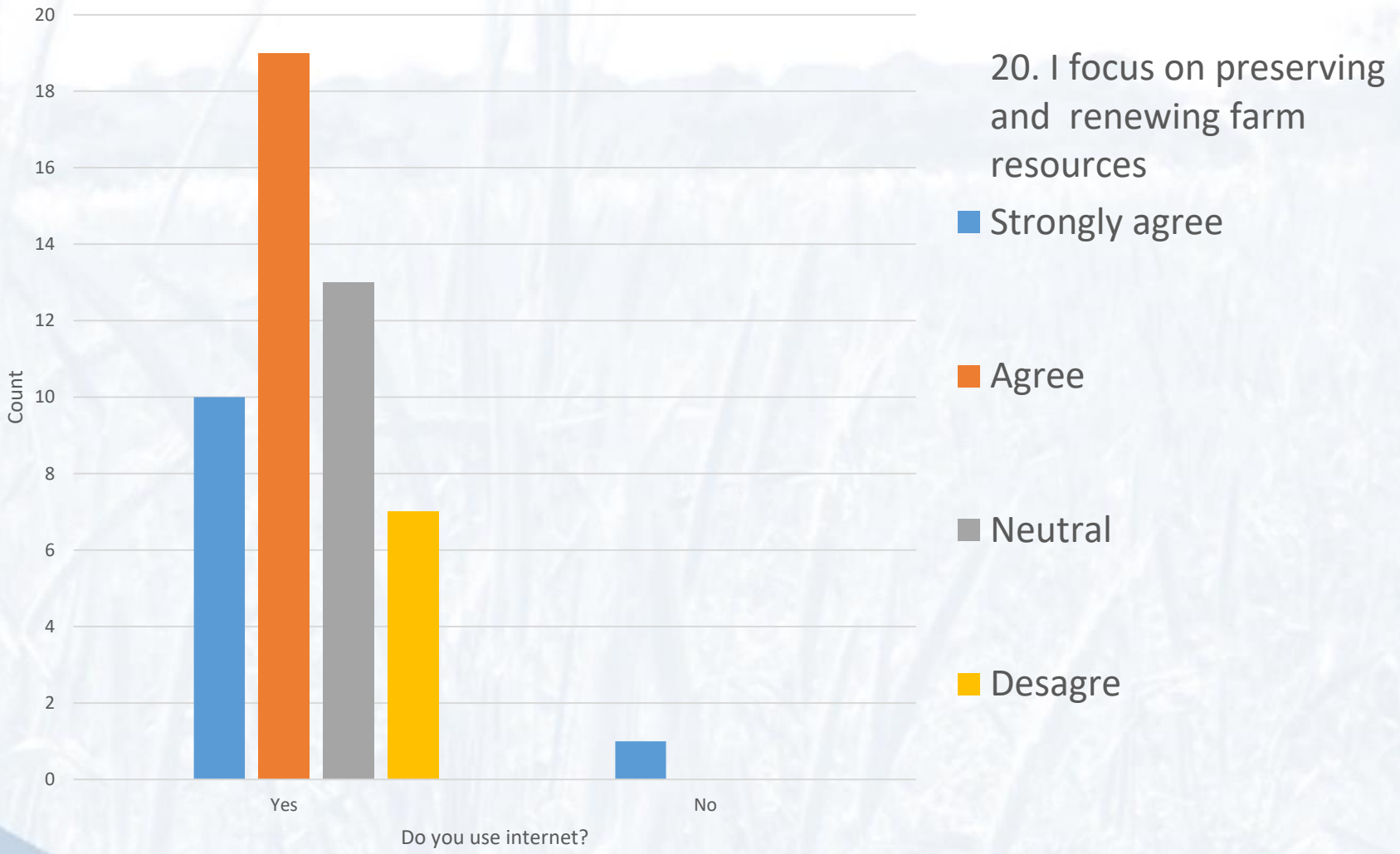

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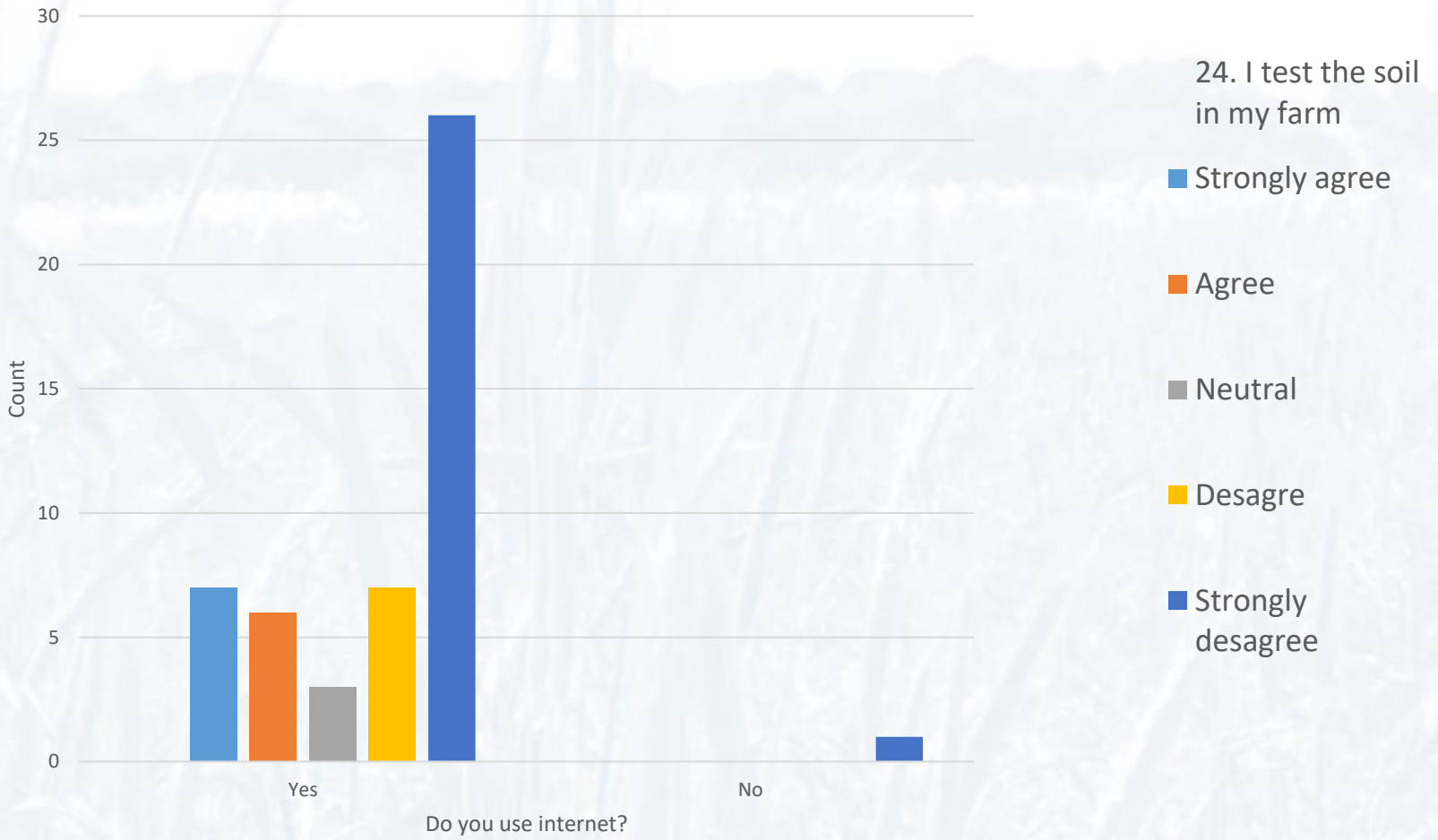

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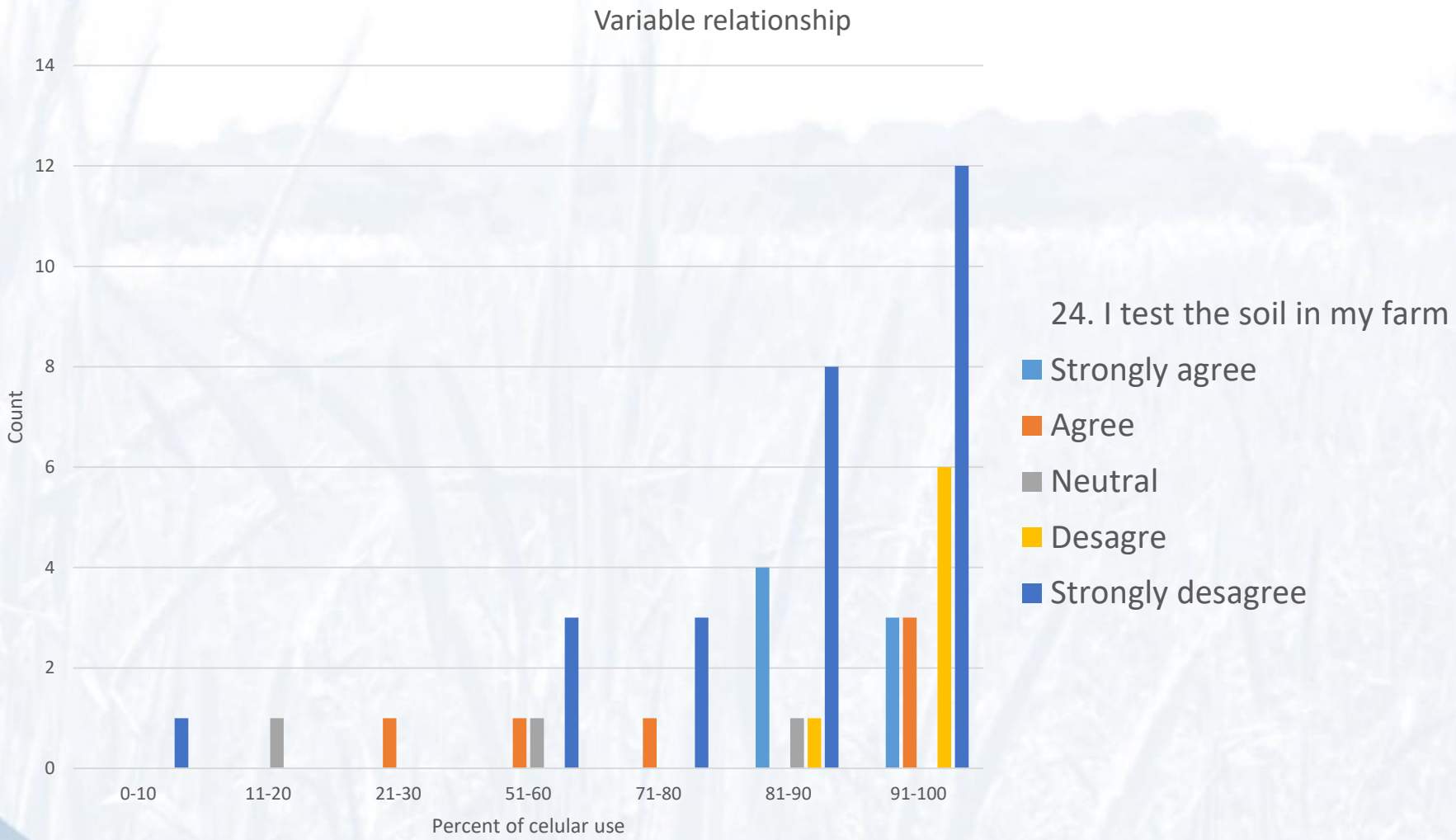

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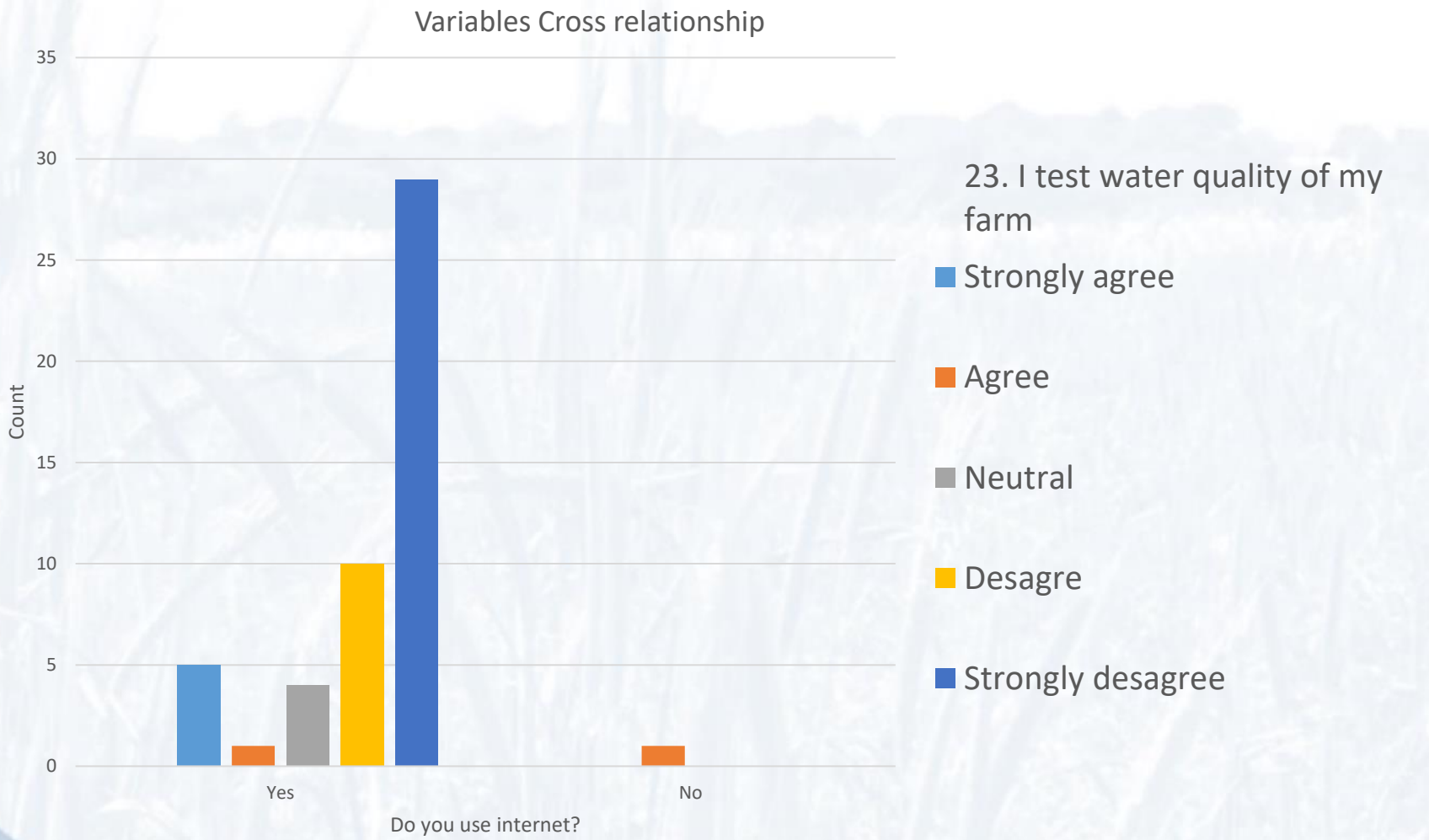

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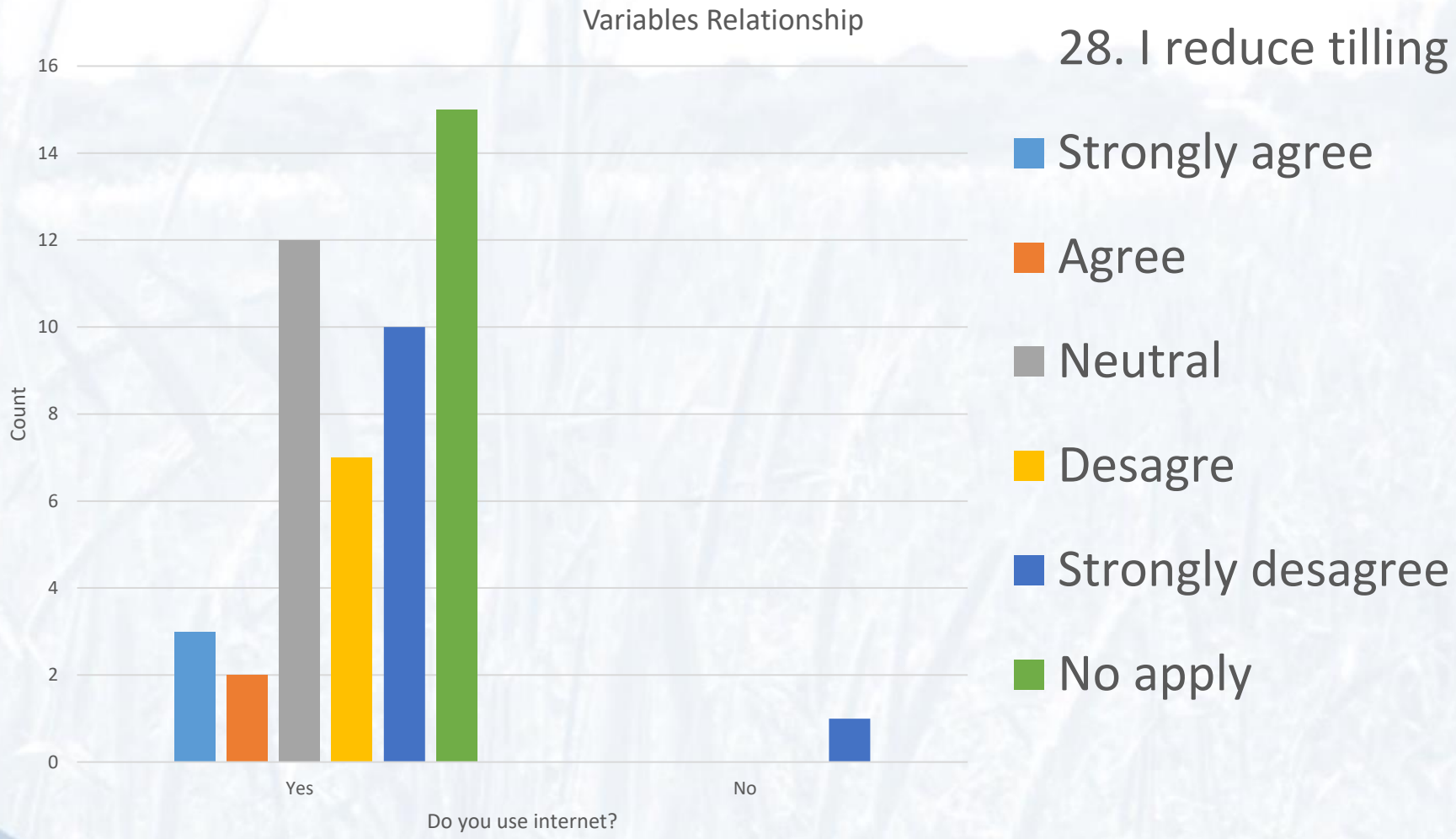

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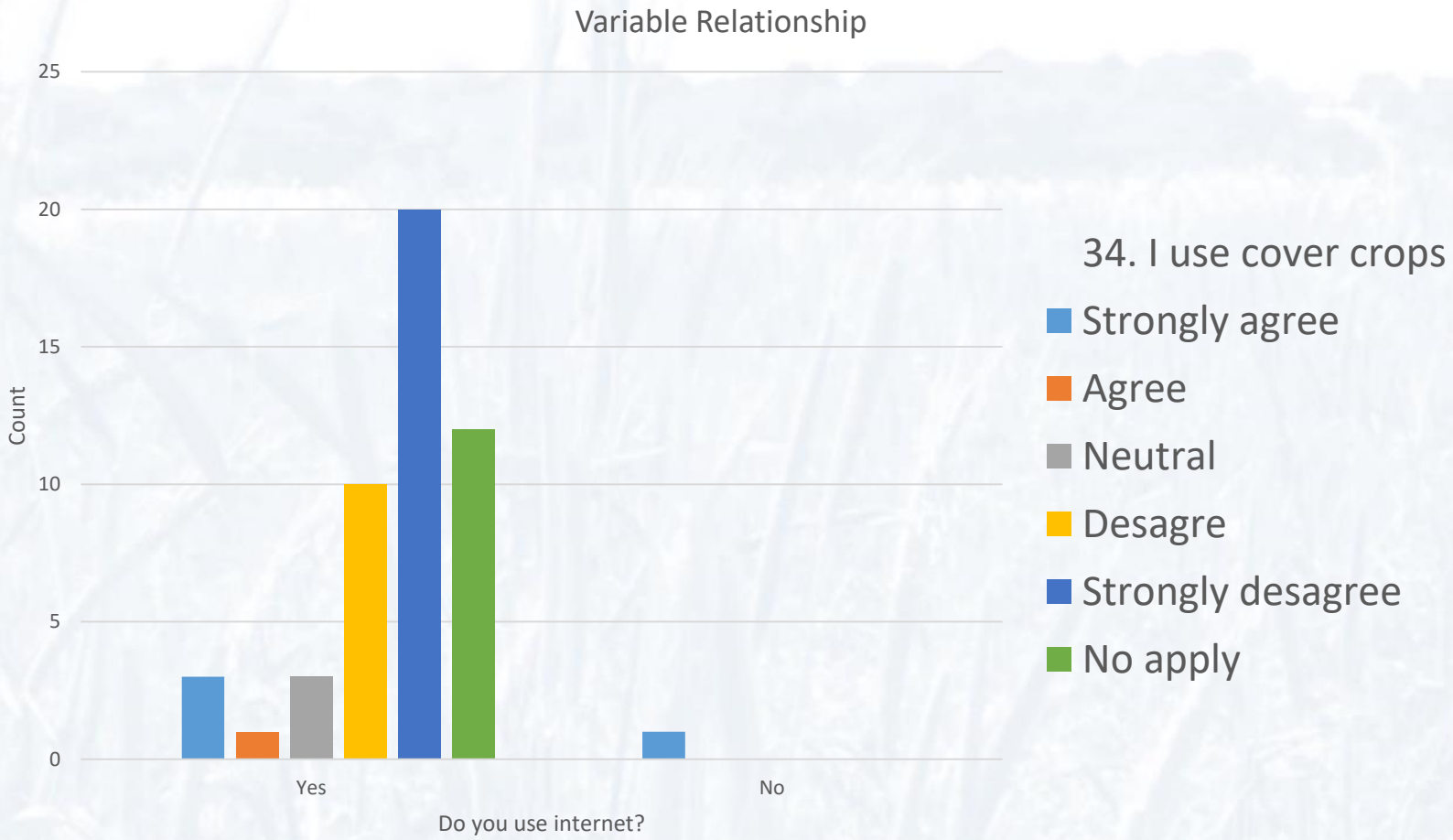

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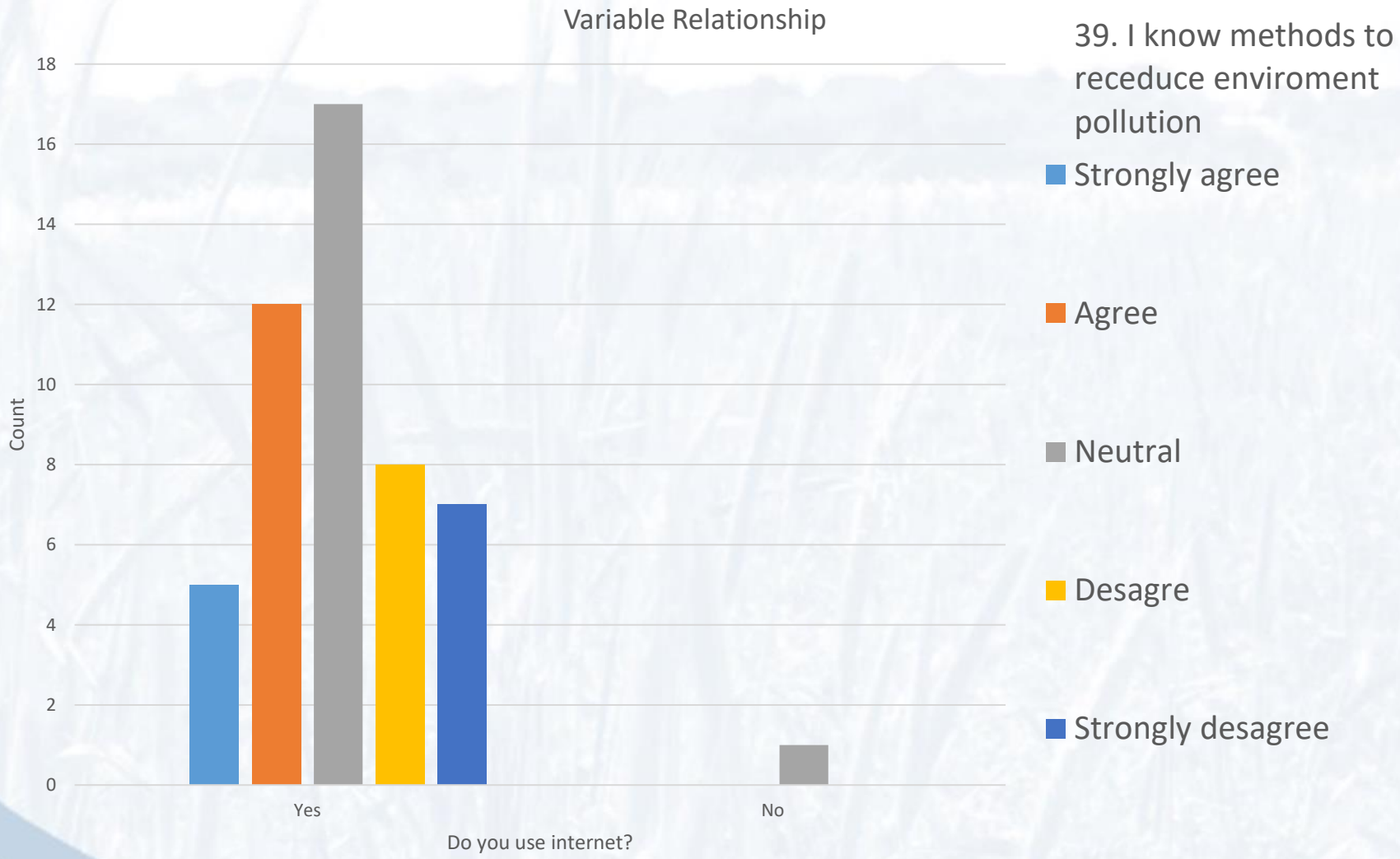

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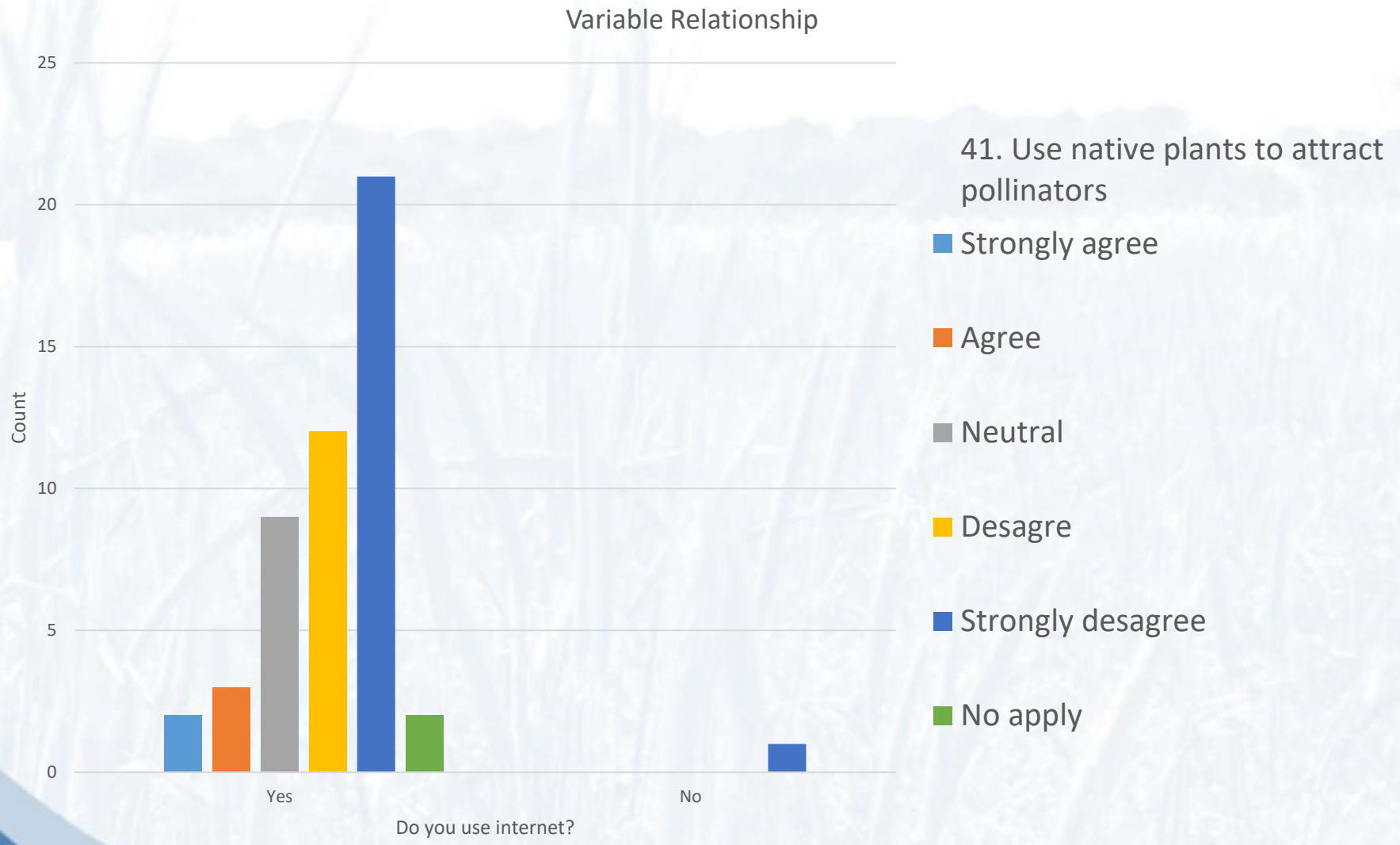

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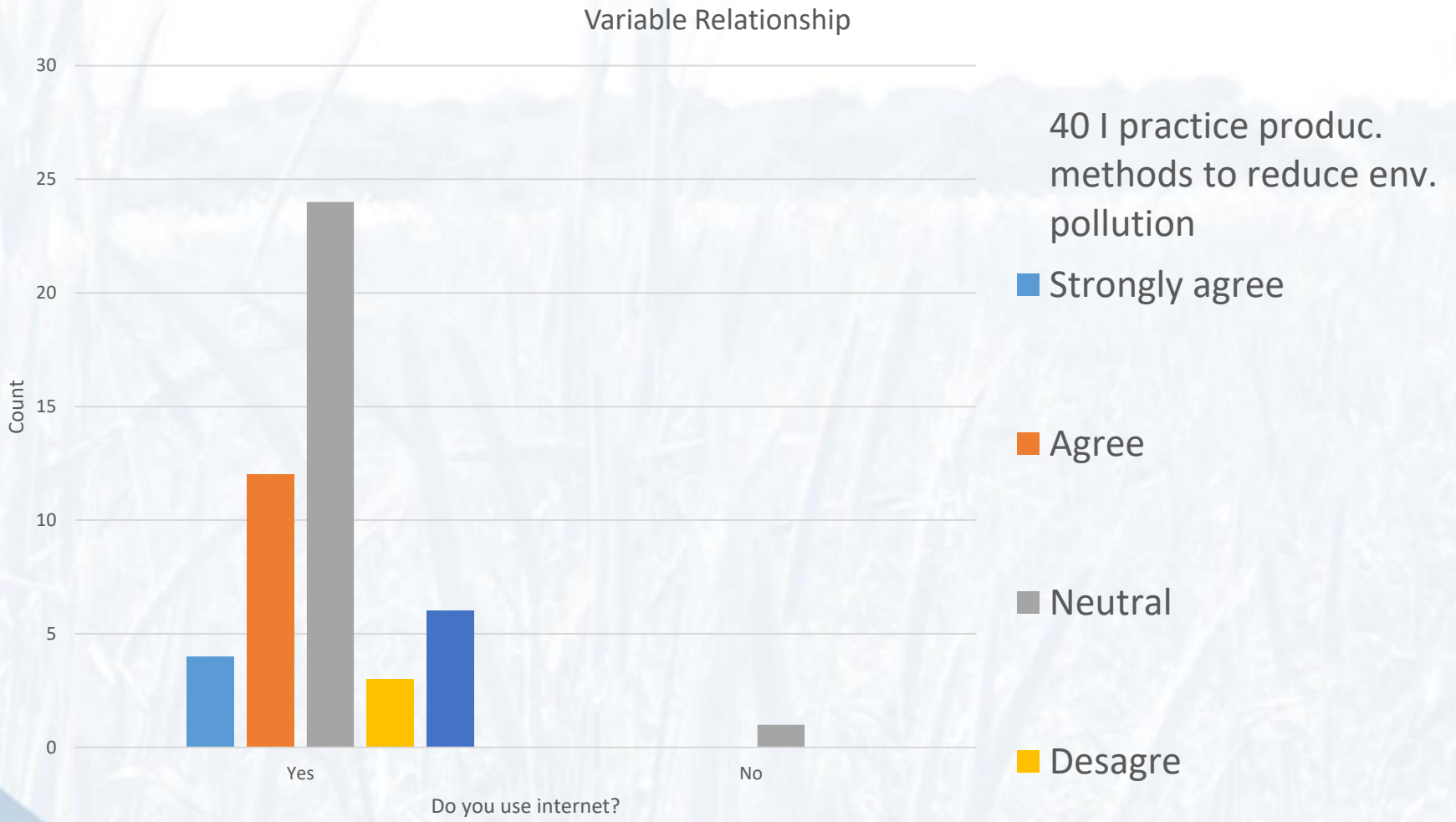

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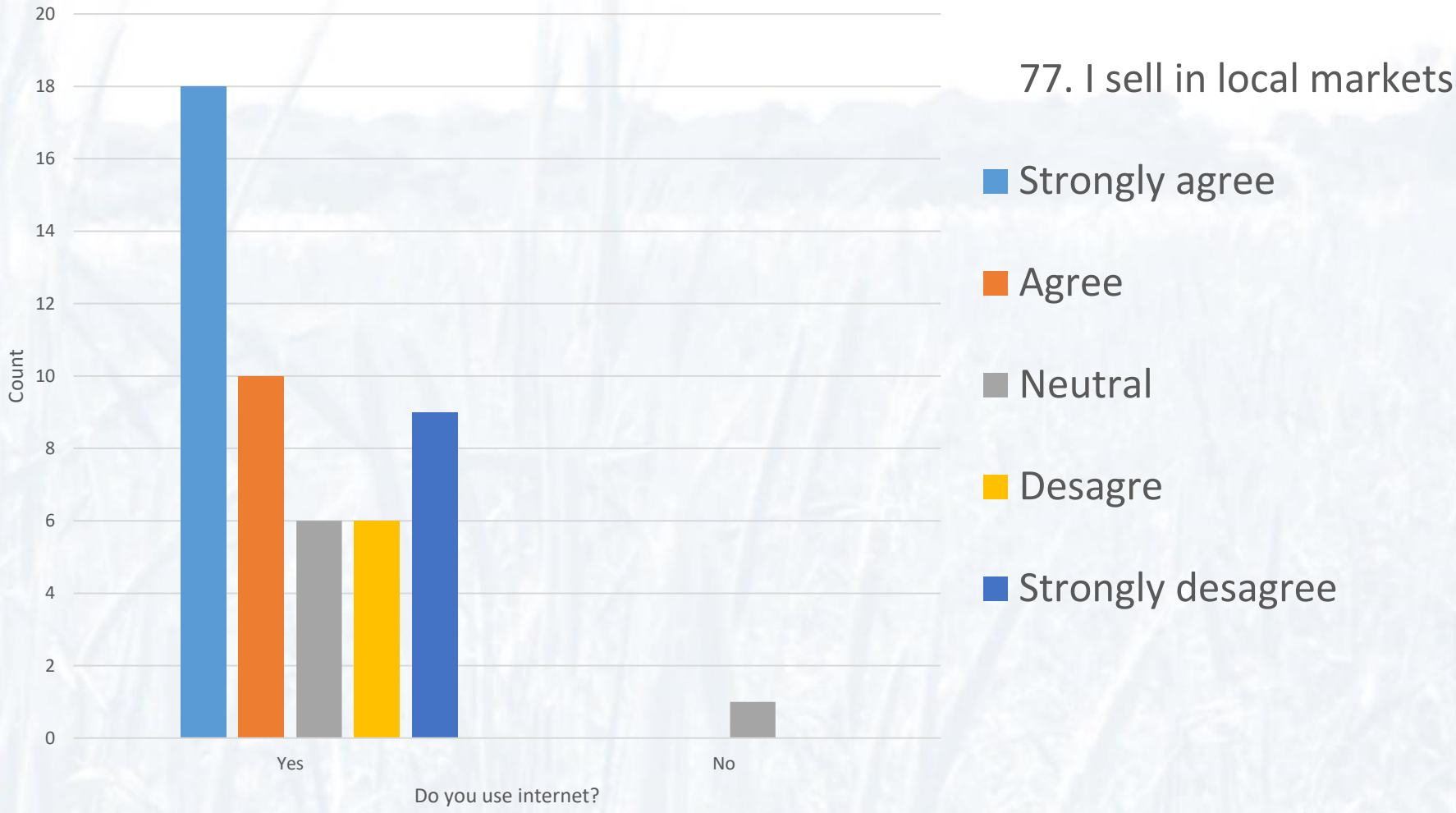

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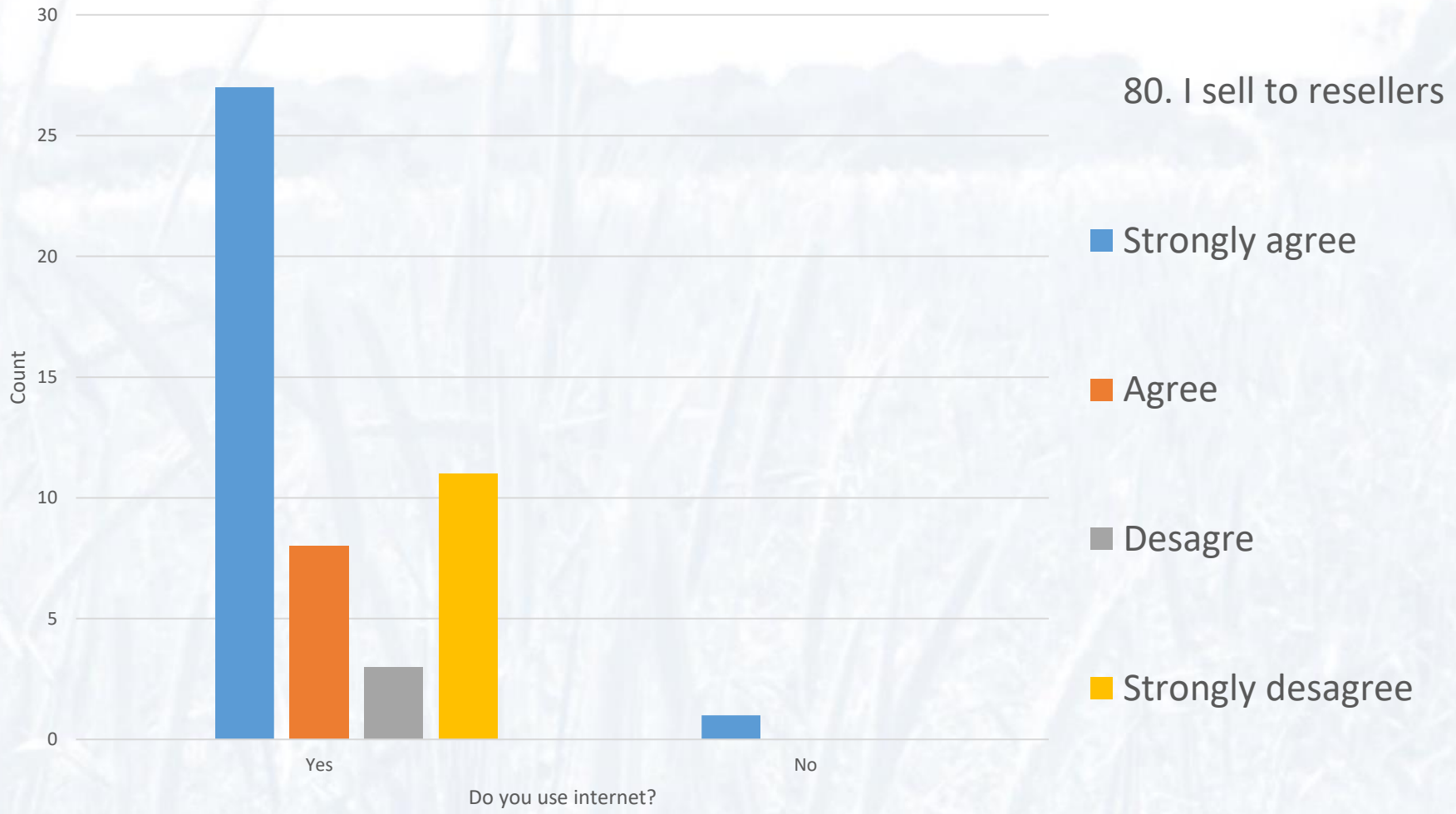

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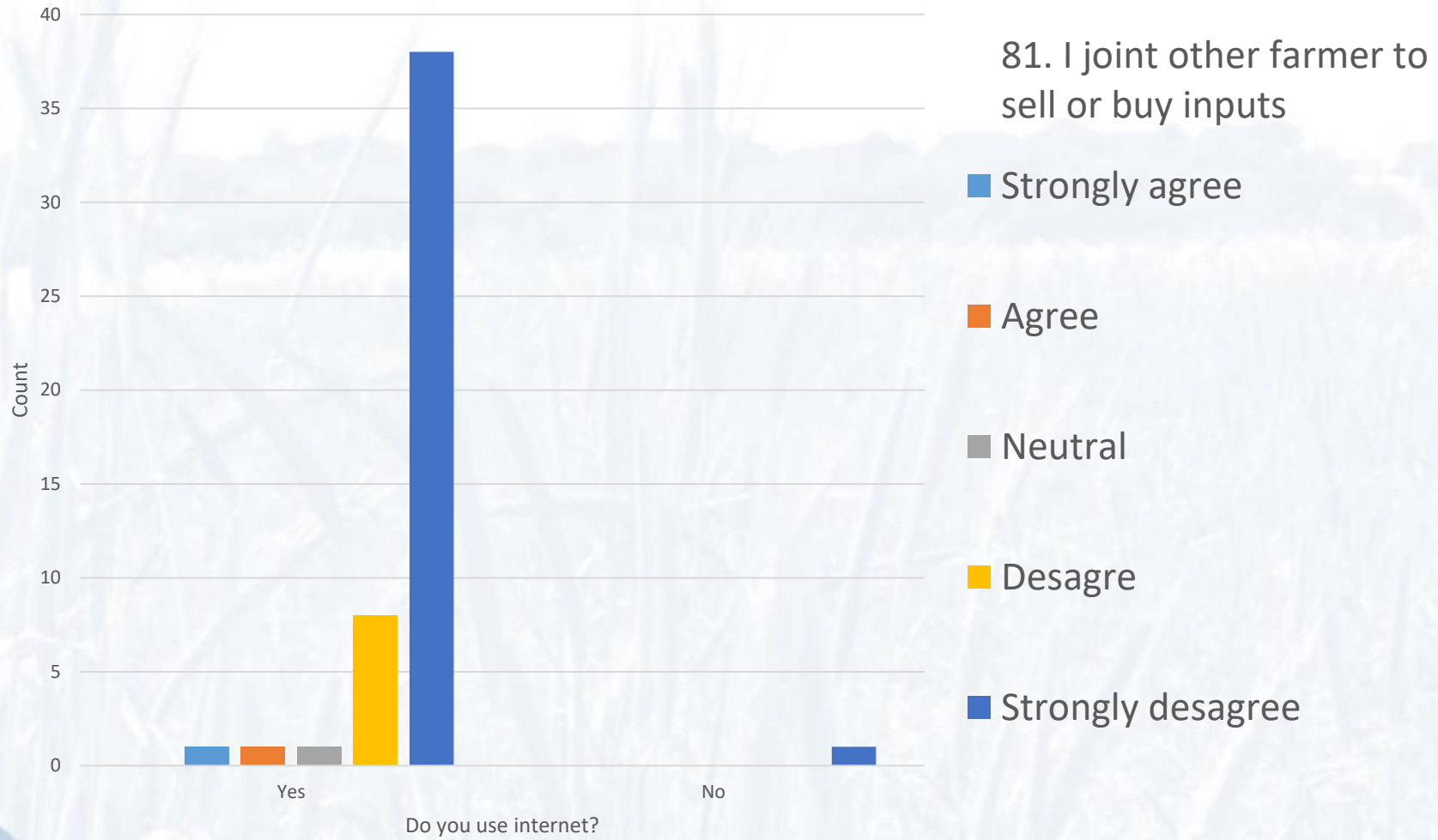

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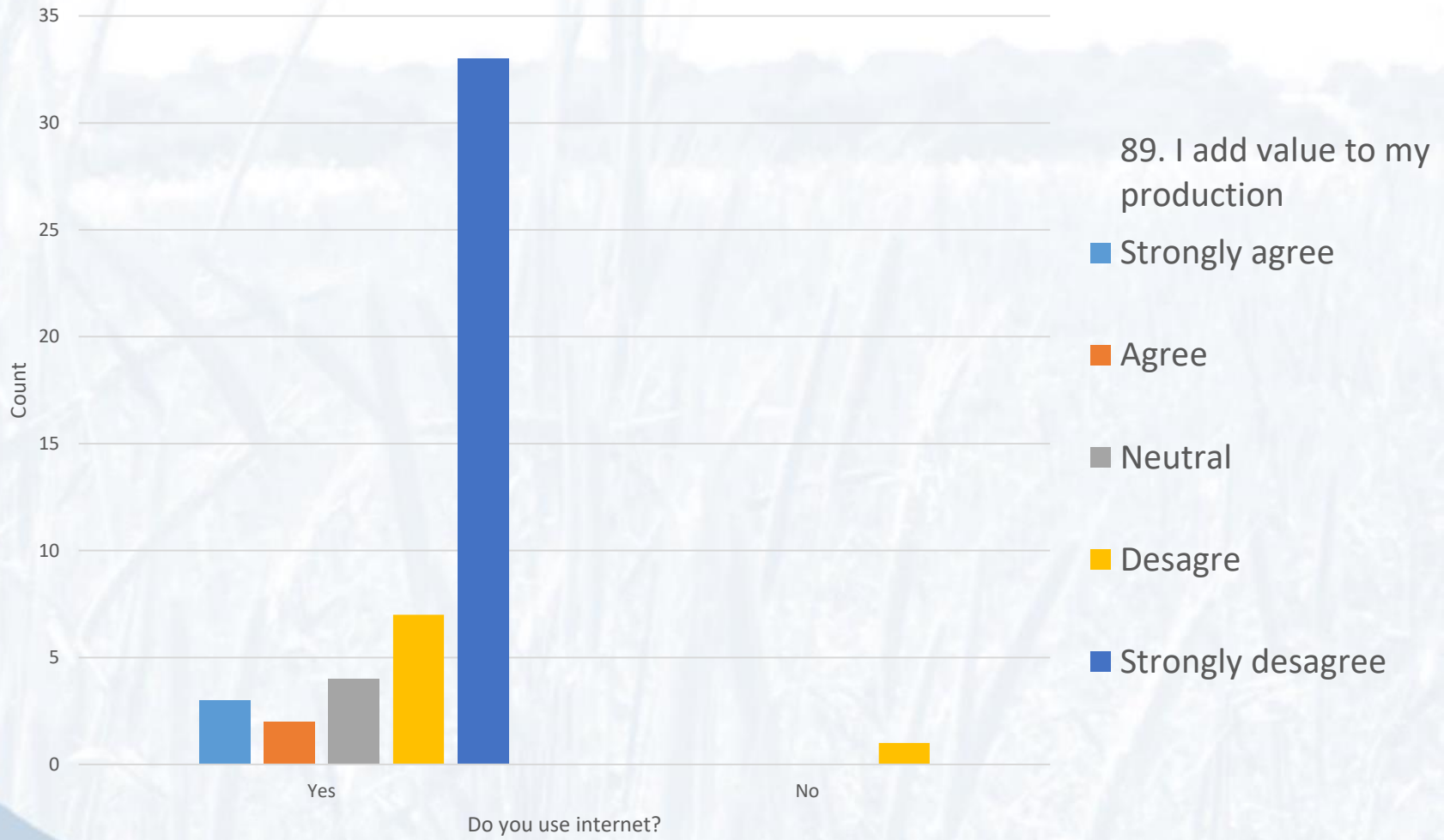

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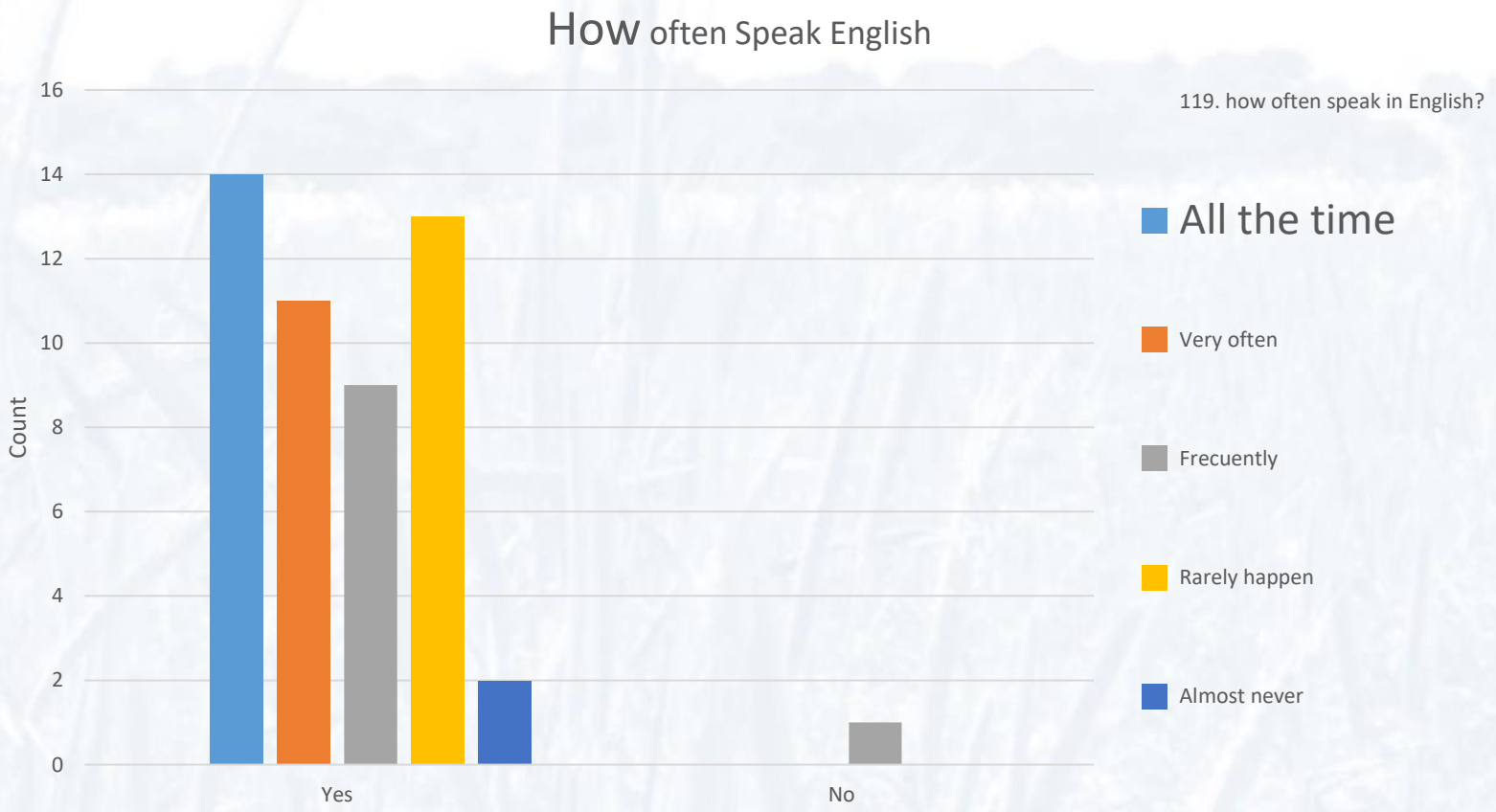
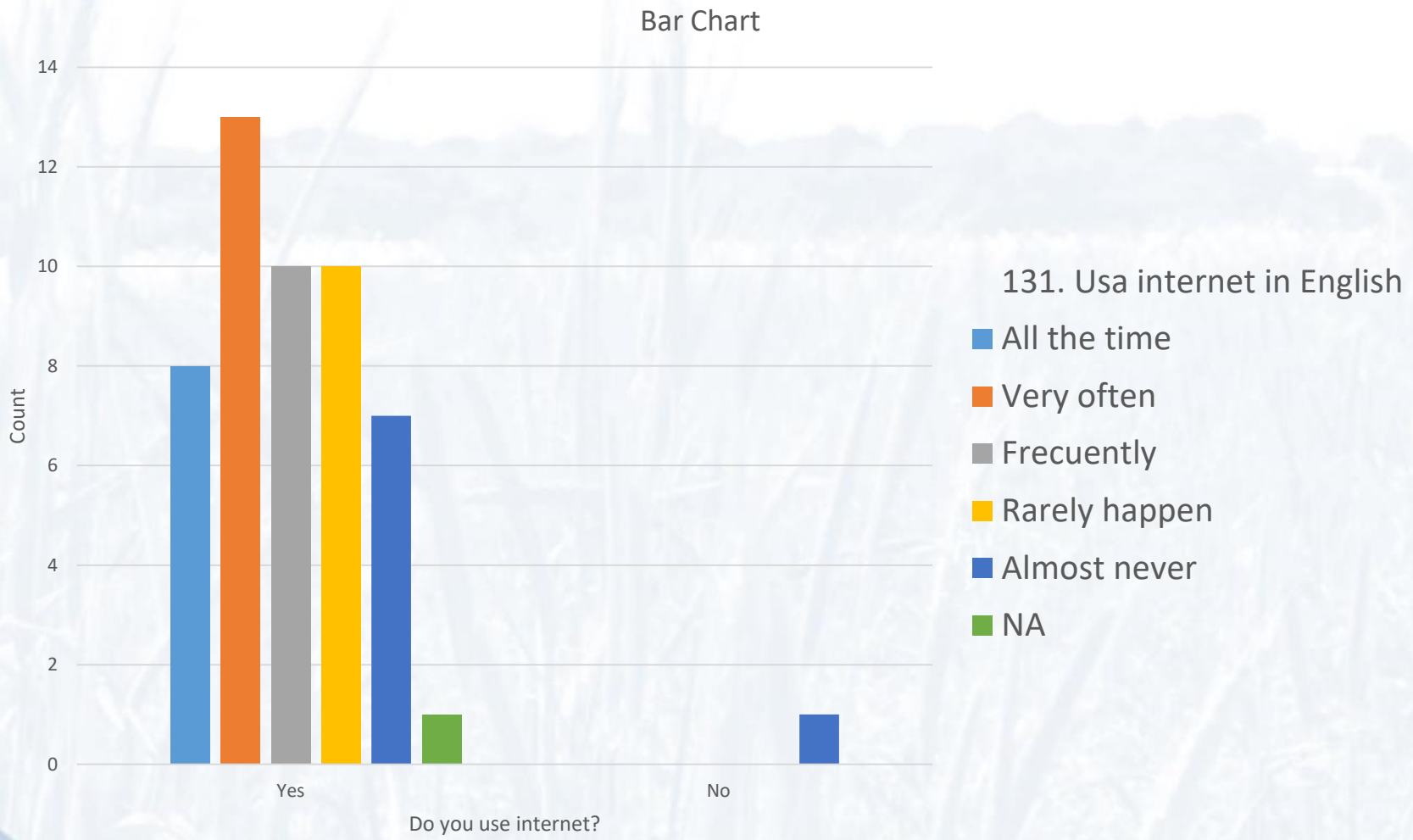


Do you use internet?

Analysis (n=50)



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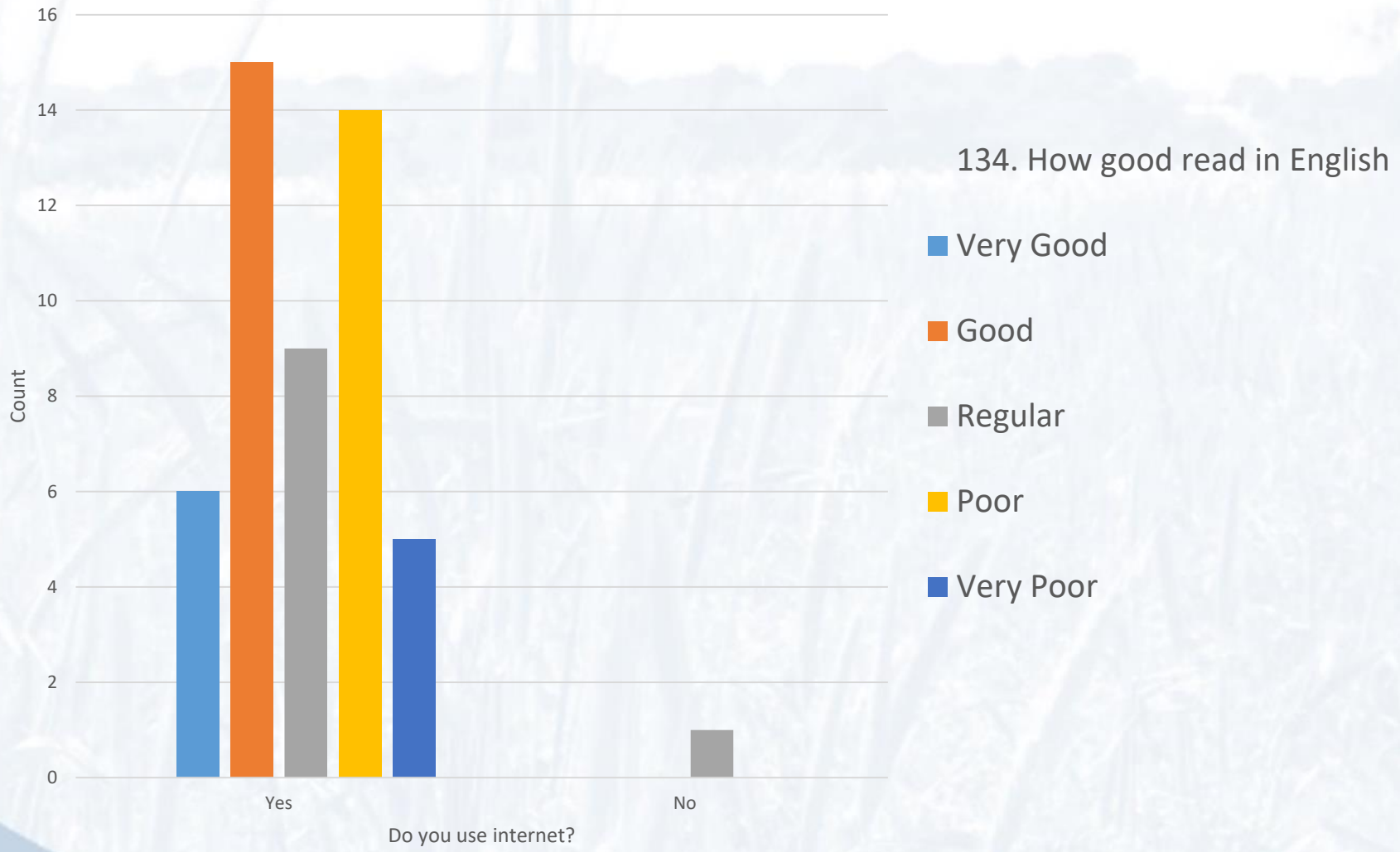

Discussion

In our preliminary results, we are able to discuss that most Latino farmers (98%) in Missouri participating in this sample (n=50) can access broadband internet. Their ability to use technology might be a factor in their access to information, allowing them to connect with high-value markets.

Many Latino farmers in this sample need to increase their integration into the US agricultural system by using English as their primary language to connect to the Internet.

Some Latino farmers opt not to regularly access broadband connectivity, which limits their literacy in using social media for farming activities.

Discussion

Climate change is partially negatively impacting Latino farmers, mainly because most farmers in this sample are livestock producers, and it is easier for them to adopt new farming practices. However, they are challenged to increase their understanding of soil and water management.

The final results from this study might help rural development policymakers and educators create policy and compressive programs to help underserved and underrepresented stakeholders increase their understanding of broadband technology and how it applies to climate-resilient practices to sustain small farm operations.

THANK YOU

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