

Table 3 – Objectives, Outcomes & Outreach Strategies

Study Objective	Expected Outcomes	Outreach Strategy
<i>Objective 1 - Mapping and story documentation</i>	O1 O2	Key informants, farm visits, community boards, community centers, fish fries, neighborhood holiday parades
<i>Objective 2 - Capacity analysis of local associations, cooperatives and markets</i>	O3 O4	(not applicable)
<i>Objective 3 - Equity analysis of local and state resources and policies</i>	O4 O5	(not applicable)
<i>Objective 4 - Attracting and educating young Gullah/Geechee Farmers & Fishers</i>	O1 O2 O4	Marketing campaign with print media, radio ads, integrated social media, study swag
<i>Objective 5 - Gullah/Geechee Agro-Culture framework development and dissemination</i>	O4 O5	Sponsorship and demonstrations for annual festivals; marketing campaign with print media, radio ads, integrated social media, study swag
<i>Objective 6 - Project Evaluation</i>	O4 O5	(not applicable)

Expected Outcomes Key

- O1 - Increased awareness of cultural, financial, environmental, and social benefits of family farming and fishing operations among Gullah/Geechee community members under 55.
- O2 - Increased transfer of farming and fishing knowledge from Elders to members of younger members of Gullah/Geechee communities.
- O3 - Increased capacity for profitability and sustainability of existing Gullah/Geechee family farming and fishing operations.
- O4 - Increased awareness of farming as a social justice issue among local policy makers and community members.
- O5 - Expansion of policies that support sustainability for family farming and fishing operations in Gullah/Geechee communities.