

# Cornell Cooperative Extension

## USDA National Urban Agriculture Initiative Training

Detroit, MI  
August 5, 2024



# Agenda

- Cornell training refresher (25 minutes)
  - Training project overview
  - Timeline – cohort #1
  - Overview of courses
  - Instructions for feedback
- Break (5 minutes)
- Stakeholder engagement workshop (45 minutes)

# Project overview

## Goals

Establish comprehensive knowledge about urban agriculture to inform effective USDA and FSA support

Foster a sense of community and collaboration between USDA employees and urban growers

## Audience

FSA staff

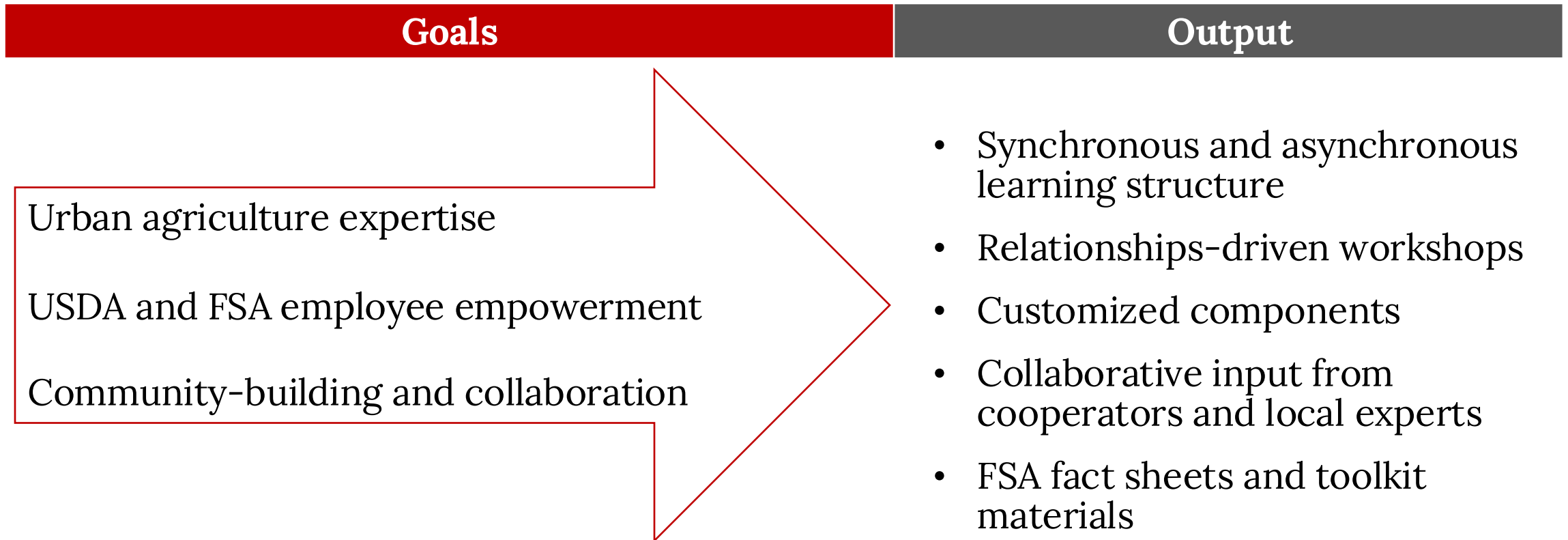
FSA partners

## Timeline

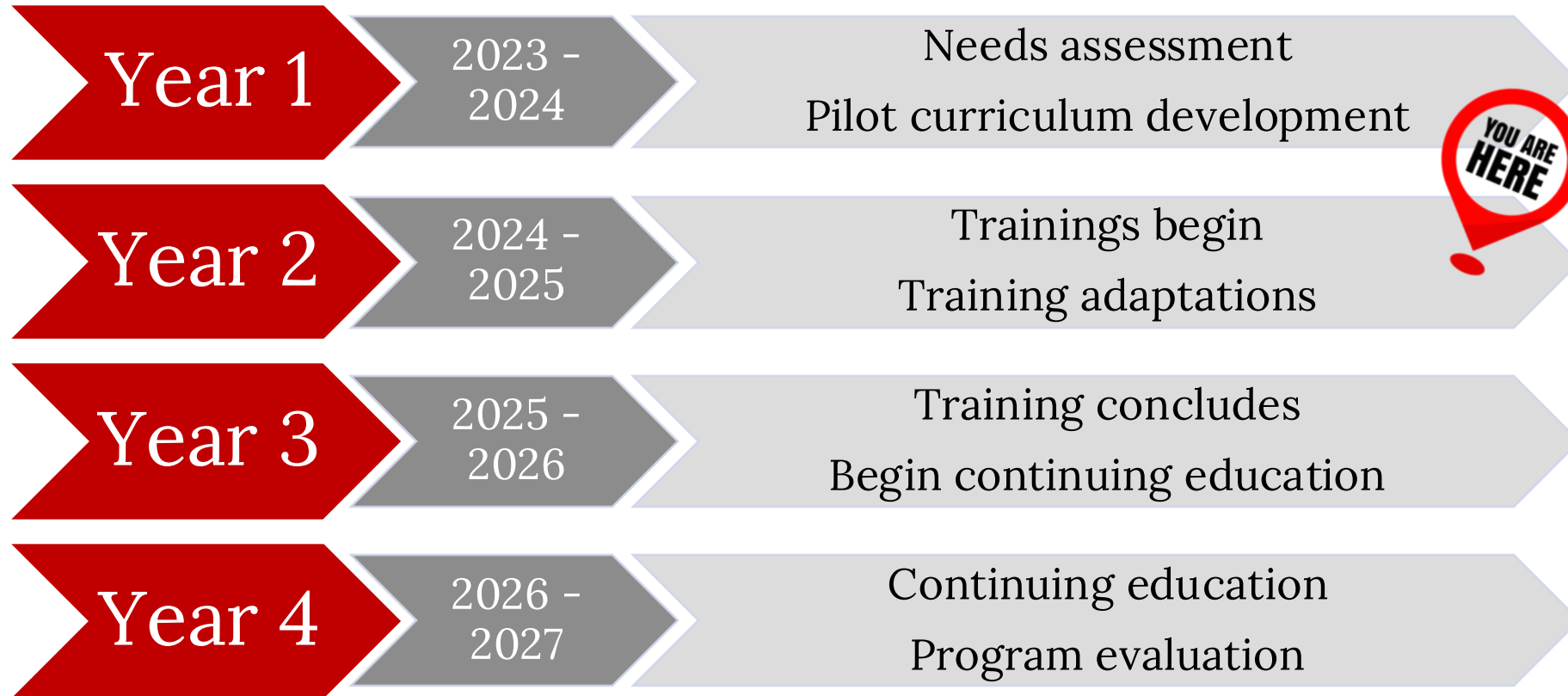
4-year project

July 2023 – June 2027

# Project output informed by goals



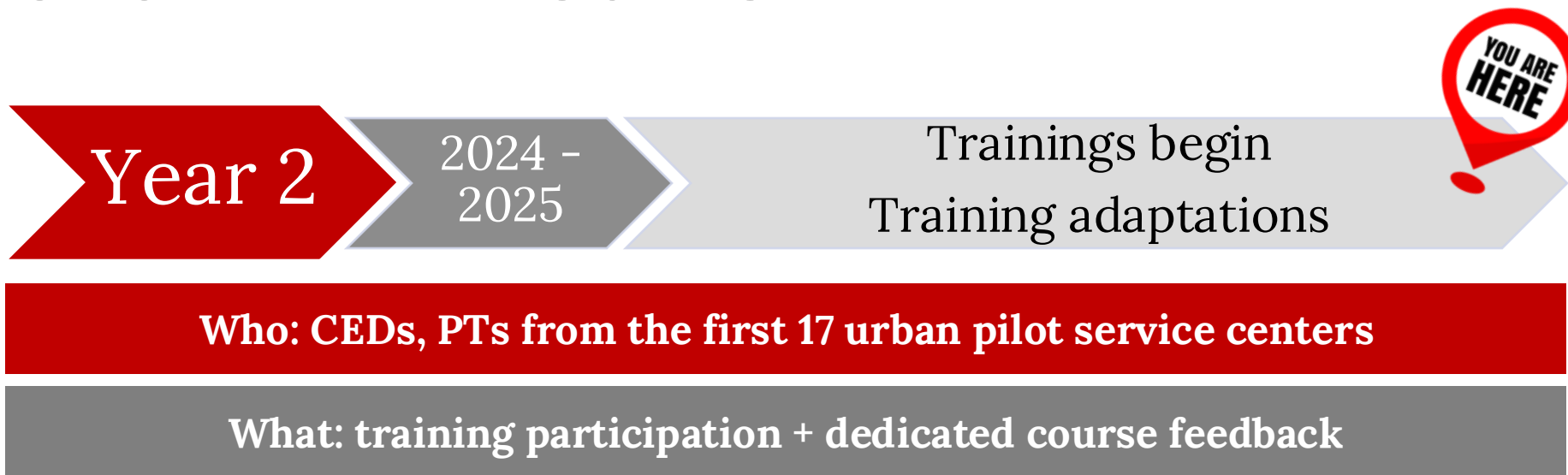
# Timeline



# Cohort #1 Timeline



# Cohort #1 Timeline



# Cohort #1 Timeline



**Who: CEDs, PTs from the first 17 urban pilot service centers**

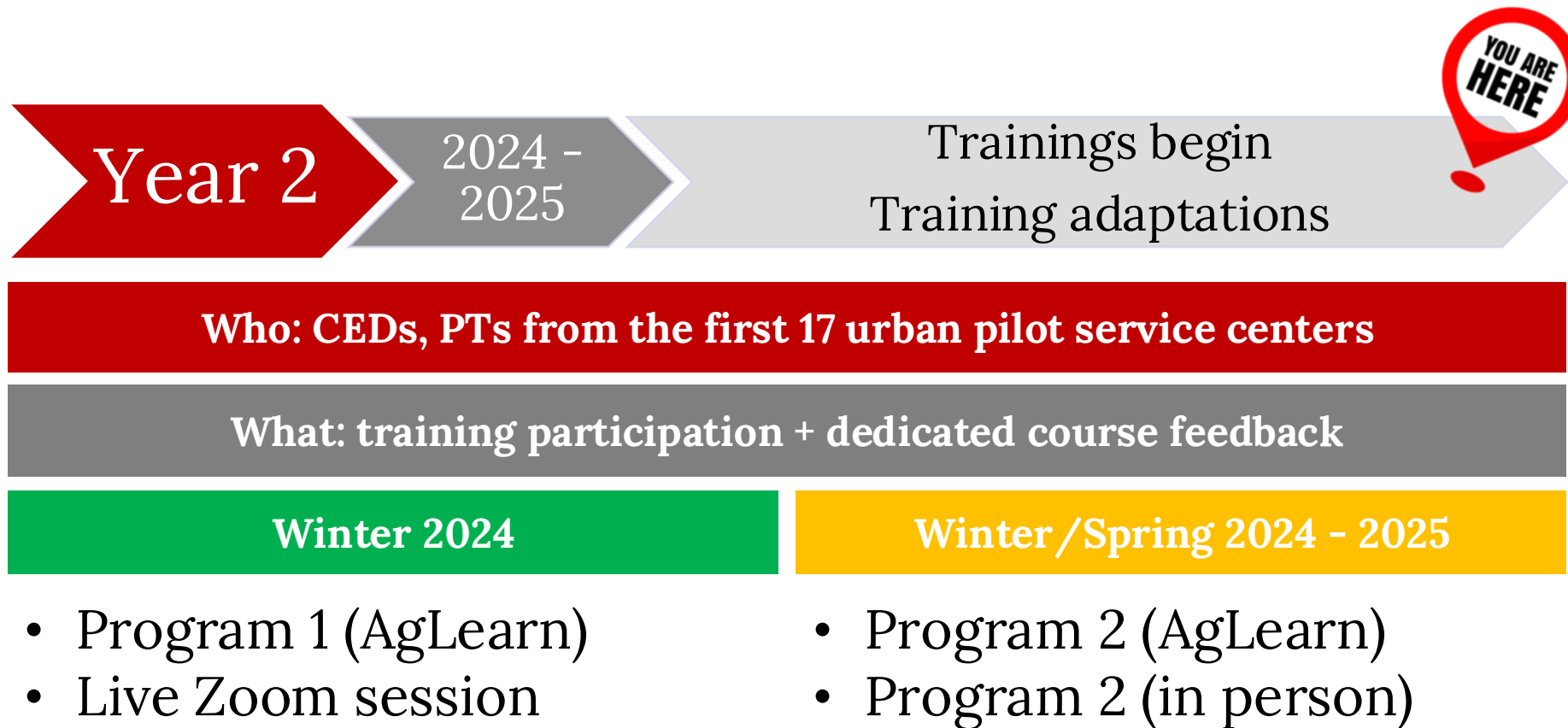
**What: training participation + dedicated course feedback**

**Winter 2024**

- Program 1 (AgLearn)
- Live Zoom session



# Cohort #1 Timeline



# Training Overview (All Courses)

## Program 1: Introduction to Urban Agriculture

Virtual

1. Introduction
2. Food Systems Fundamentals
3. Recognizing Urban Agriculture
4. Urban Grower Motivations & Impact
5. Dig Deeper: Innovative Production
6. Social Ecologies and Resilience

Live Zoom Session

# Training Overview (All Courses)

## Program 1: Introduction to Urban Agriculture

- Virtual**
1. Introduction
  2. Food Systems Fundamentals
  3. Recognizing Urban Agriculture
  4. Urban Grower Motivations & Impact
  5. Dig Deeper: Innovative Production
  6. Social Ecologies and Resilience
- Live Zoom Session

## Program 2: USDA Application

- Virtual**
7. Challenges Facing Urban Growers
  8. Dig Deeper: Capital and Land Access Pre-work
- In-Person Workshop**
9. Local, State, and Federal Policy Considerations
  10. Stakeholder Engagement
  11. Application to USDA
  12. Wrap Up

# Course Overviews

## Program 1: Introduction to Urban Agriculture

Course	Description
1. Introduction	Establishes the context for taking this course. Instructs participants in course navigation. Summarizes the history of urban agriculture in the United States.

# Course Overviews

## Program 1: Introduction to Urban Agriculture

Course	Description
2. Food Systems Fundamentals	An introduction to system-level thinking in the context of food systems. Compares food systems and urban food systems and the importance of identity to systems.

# Course Overviews

## Program 1: Introduction to Urban Agriculture

Course	Description
3. Recognizing Urban Agriculture	How do you know urban ag when you see it? Illustrates the various forms of urban agriculture production methods and business structures.

# Course Overviews

## Program 1: Introduction to Urban Agriculture

Course	Description
4. Urban Grower Motivations & Impact	Examines the various motivations behind urban growing and benefits of urban growing. Underscores benefits that have not yet been quantified. Discusses the importance of identity and relationships.

# Course Overviews

## Program 1: Introduction to Urban Agriculture

Course	Description
5. Digging Deeper: Innovative Production	Specifically articulates a variety of “innovative production” practices occurring in urban agriculture contexts.

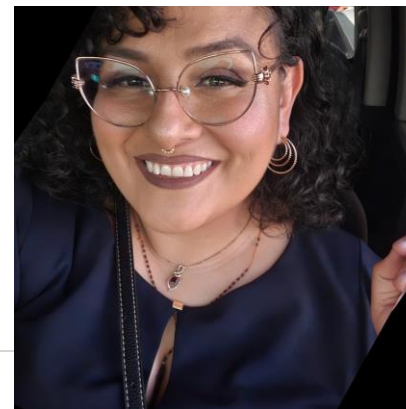
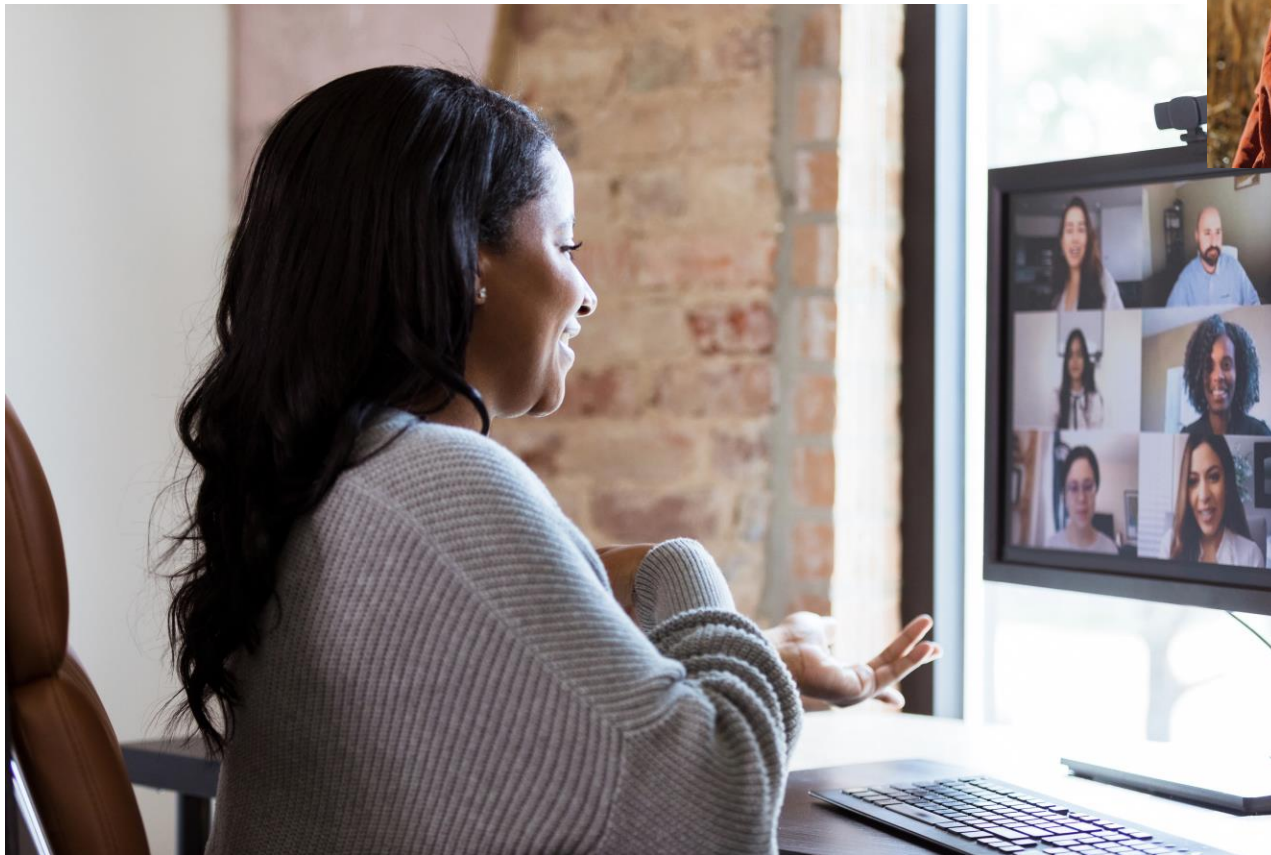


# Course Overviews

## Program 1: Introduction to Urban Agriculture

Course	Description
6. Social Ecologies and Resilience	Explores urban agriculture's relationship with society and the environment. Compares and contrasts urban and rural ag. Digs deeper on how urban agriculture builds resilience in urban food systems.

# Live Zoom session!



# AgLearn Preview!

URBAN AGRICULTURE - INTRODUCTION TO URBAN AGRICULTURE

- ▶ Participants
- 🏆 Badges
- ▶ Introduction
- ▶ Introduction Orientation
- ▶ Short Response Activity - Learning Engagement
- ▶ Pre-Course Assessment Introduction
- ▶ Pre-Course Assessment
- ▶ History of Urban Agriculture
- ▶ Short Response Activity - History of Urban Agricul...
- ▶ Introduction Recap
- ▶ Short Response Activity - Vocabulary Review and Cl...
- ▶ Action Plan
- ▶ Additional Resources

Urban Agriculture - Program 1: Introduction to Urban Agriculture

Your progress 1



Urban agriculture provides essential services in urban areas across the U.S. including access to fresh produce and community and economic development. The USDA is committed to providing equitable access to USDA programs for urban agriculture producers. The 2018 farm bill authorized the USDA to open an Office of Urban Agriculture and Innovative Production and for the Farm Service Agency to launch pilot urban county committees, among other initiatives.

This training program from the National Urban Agriculture (NUag) Initiative, built by Cornell Cooperative Extension, introduces foundational concepts needed to understand urban agriculture and how working with urban growers may be different from, or similar to, working with other USDA customers and stakeholders.

Training learning goals

Participants in this training will:

1. Establish comprehensive knowledge about urban agriculture to inform effective USDA support of urban agriculture
2. Foster a sense of community and collaboration between USDA employees and urban growers

You are currently enrolled in the first of two training programs. This program is called "Introduction to Urban Agriculture."

After completing the first 5 modules, you will be enrolled in a live Zoom session with other USDA staff to ask questions and discuss the application of core concepts from the training to your own work.

*Developed by Cornell Cooperative Extension's Harvest New York team.*



**Cornell  
Cooperative  
Extension**

SEARCH FORUMS

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Advanced search 1

UPCOMING EVENTS

There are no upcoming events

[Go to calendar...](#)

[New event...](#)

RECENT ACTIVITY

Activity since **Tuesday, July 23, 2024, 1:20 PM**

[Go to full activity report](#)



## Introduction Orientation

Welcome to the course!


In these videos, we will provide some basic orientation covering the following areas:

- Context for this course
- A tutorial for navigating the course through AgLearn
- An introduction to the Cornell Cooperative Extension team
- Course learning objectives
- Course learning expectations

-  [Video 1 - Course Orientation](#)
  -  [Video 2 - Introduction to Cornell Cooperative Extension](#)
  -  [Video 3 - Training Learning Objectives](#)
- 

## Short Response Activity - Learning Engagement

Reflect on your own preferred learning styles. Briefly (250 words or fewer) describe the learning activities that training instructors could employ to enhance your learning.

-  [Short Response Activity - Learning Engagement](#)
- 

## Pre-Course Assessment Introduction

Everyone is coming to this course with different degrees of experience with urban agriculture. This [pre-course assessment](#) will help us update course content to meet the needs of your cohort and to gauge your progress throughout the course.

-  [Video 4 - Pre-Course Assessment](#)
- 

## Pre-Course Assessment

-  [Pre-Course Assessment](#)
- 

## History of Urban Agriculture

## Program 2: USDA Application

### 7. Challenges Facing Urban Growers

Introduces the various barriers to urban production, including variable mindsets about urban ag amongst policymakers; access to resources; zoning; soil and space conditions; neighbor relationships; labor

### 8. Digging Deeper: Capital and Land Access

A deep dive into one of the most pressing challenges, access to capital and land, facing urban growers. FSA and the USDA have opportunities to address these challenges.

### 9. Local, State, and Federal Policy Considerations

Begins with an overview of the various policy factors that influence the success of urban ag operations. Followed by a conversation with a panel of local policymakers or advocates, state-level legislators or administrators, and FSA staff.

### 10. Stakeholder Engagement

A workshop beginning with an overview of stakeholder engagement principles and frameworks. Revisits previous work on the importance of identities, and results in local stakeholder analysis.

### 11. Application to FSA/ USDA

After the panel, a workshop to tie everything together in participants' action plans. Participants will discuss how this applies to their roles and to FSA at large to inform daily action or recommendations.

### 12. Wrap Up

# Feedback Process



# Feedback Process

**Step 1:** Participate in the training in AgLearn

**Step 2:** Record feedback in provided forms

- Excel spreadsheet OR
- Online survey

**Step 3:** Return feedback to Kyle Karnuta at Cornell Cooperative Extension

**Instructions coming via email**



# QUESTIONS



# Quick Break

# Stakeholder Engagement











Building raised garden beds at Nielsen House





Living Word Temple of Restoration Garden workshop and tomato pruning activity



# Stakeholders

- Monroe County Soil and Water Conservation District
- Cornell Cooperative Extension Harvest NY
- Cornell Cooperative Extension of Monroe County
- Rochester, NY urban gardeners
- Neighborhood community members





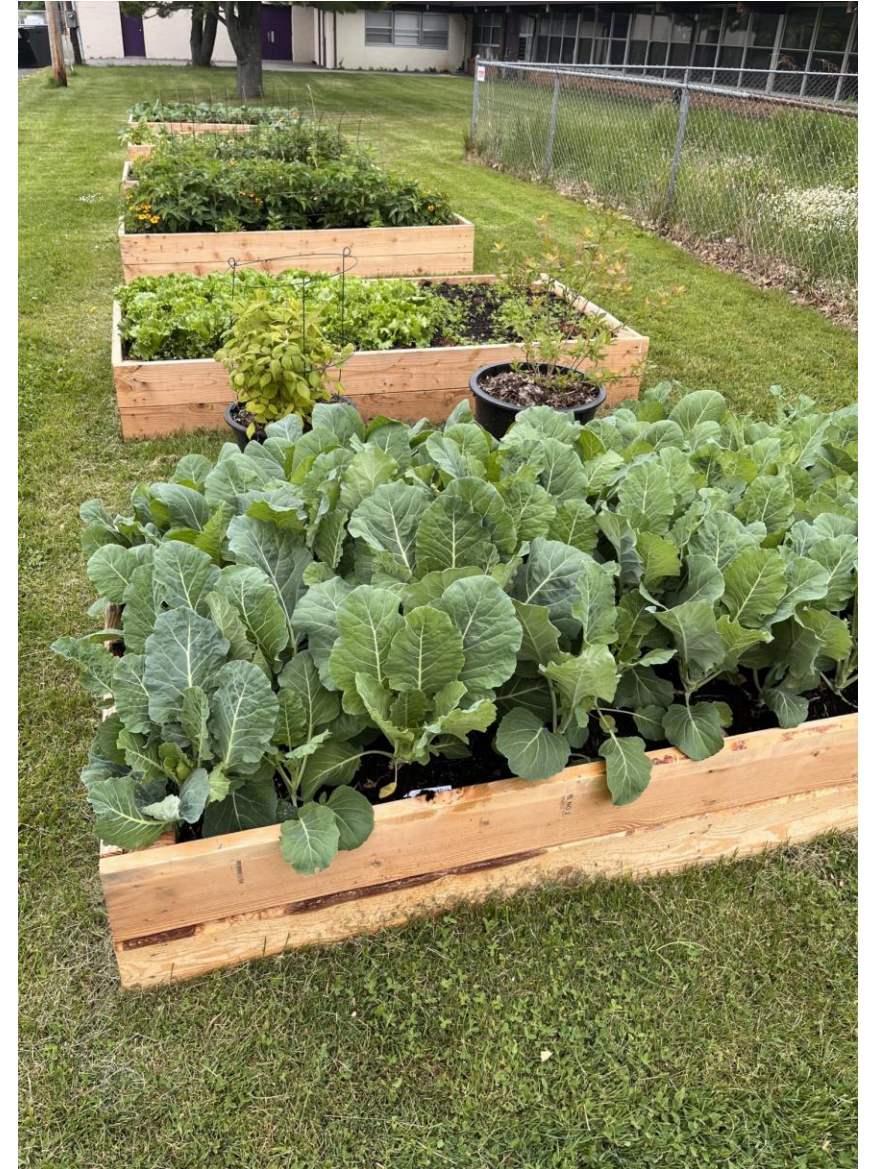
# Garden Support Partnership Project

- MCSWCD desire to learn about urban agriculture in Rochester through community partnership and listening
- Opportunity for garden support and resource project – work to learn about challenges and successes
- Engage in listening and learning to support three selected gardens
  - 3 sites, 14 raised beds, 2 workshops, 1600 pounds of produce
- Ongoing support and follow up
- Active participation in urban growing – related activities & an invited partner



# Best Practices

- Identify stakeholders across spectrum of potential partners
- Practice “listening”
- Embrace stakeholders’ unique situations
  - ‘Meet them where they are at’
- Show up and be genuine
- Be prepared for multi-year effort to build trust



# Stakeholder Engagement

- A **stakeholder** is any person, group, or entity that can place a claim on the organization's attention, resources, or output or that is affected by that output.
- **Addressing the needs and desires of stakeholders** is key to the success of public organizations

# The USDA serves and depends on diverse stakeholders

## USDA Mission

- To serve **all Americans** by providing effective, innovative, science-based public policy leadership in agriculture, food and nutrition, natural resource protection and management, rural development, and related issues with a commitment to delivering equitable and climate-smart opportunities that inspire and help America thrive.

## USDA Vision

- An equitable and climate-smart food and agriculture economy that protects and improves the health, nutrition, and quality of life of **all Americans**; yields **healthy land, forests, and clean water**; helps **rural America** thrive; and feeds **the world**.

# The importance of stakeholder engagement

- Meeting USDA goals
- Resiliency

# What stakeholders are you engaging in your work?

Join by Web

[Pollev.com/kylekarnuta230](https://Pollev.com/kylekarnuta230)

Join by Text

Send **kylekarnuta230** and your message to  
**22333**

Join by QR code

Scan with your camera app



# ***HOW* are you engaging stakeholders?**

When poll is active respond  
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# Designing your strategic plan

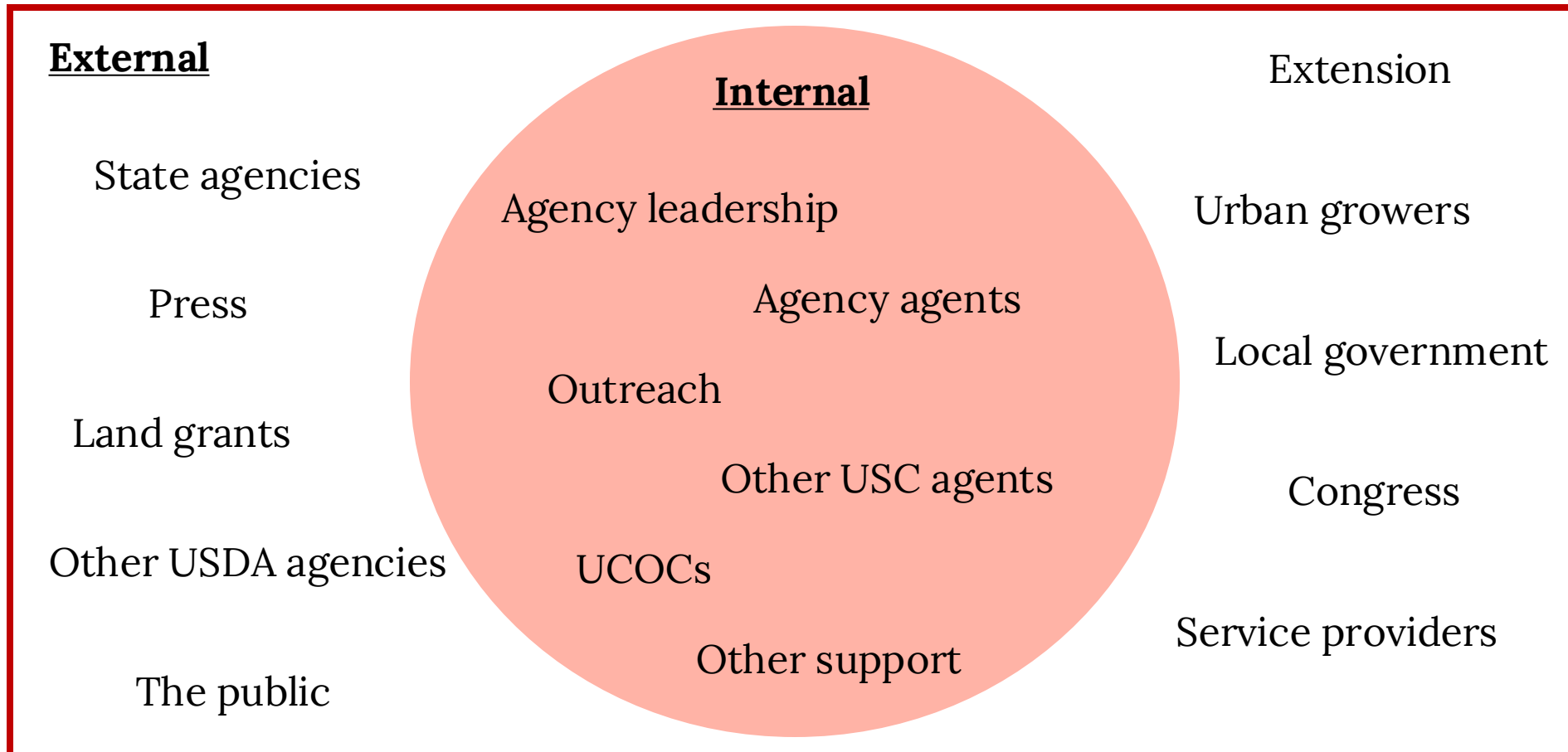


# Designing a stakeholder engagement strategy

- A **stakeholder analysis** is the means for identifying who the organization's internal and external stakeholders are, how they evaluate the organization, how they influence the organization, what the organization needs from them, and how important they are.



# Stakeholder Identification



# The USDA serves and depends on diverse stakeholders

## Stakeholder Engagement

USDA regularly consults and engages with a wide range of diverse stakeholders, including Congress; USDA's customers; State, local, and Tribal governments producers, cooperatives, landowners, policy experts, universities and trade schools, infrastructure sectors, lenders, foundations, technical assistance providers, environmental and social advocates, industry partners, and consumer groups regarding our programs' effectiveness. USDA's Mission Areas and Agencies conduct a variety of stakeholder engagement activities, including posting Requests for Information on the Federal Register and holding listening sessions with different Departmental partners. These activities have been used to inform and validate the strategic goals, objectives, and performance measures outlined in the plan.

# Activity: designing your stakeholder map

<b>Who are they?</b> <i>Individual or group</i>	<b>Where are your shared goals?</b>	<b>What assets or resources can you offer to them?</b>	<b>What assets or resources can they offer to you?</b>

# Share with your table

# Activity: designing your stakeholder map

Power and Interest Mapping		
<i>Higher Power</i>	Keep Satisfied/ Informed	Manage Closely
<i>Lower Power</i>	Monitor	Keep Informed/ Anticipate Needs
	<i>Lower Interest</i>	<i>Higher Interest</i>

# Share with your table

- Start thinking about *how* to engage each stakeholder with this map in mind

# How would you like to engage stakeholders, but currently are not? What barriers to stakeholder engagement are you encountering?

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[/kylekarnuta230](https://poll-ev.com/kylekarnuta230)



# What would you still like to know? What would you like to practice?

When poll is active respond  
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# Appendix

# Meet the Cornell project team

## Project Leads



**Judson  
"Jud" Reid**  
PI



**Victoria  
"Vicki"  
Giarratano**  
Co-PI



**Kyle  
Karnuta**  
Curriculum  
Specialist



**Yolanda Gonzalez**  
Urban Agriculture Specialist



**Sam Anderson**  
Urban Agriculture Specialist



**Makela Elvy**



**Kwesi Joseph**



**Mallory Hohl**



**Mike Kincaid**

# A response to FSA needs

**75%**

Had limited knowledge about programs or services that urban farmers may be eligible for.

**62%**

Do not believe they have access to the knowledge and resources needed to engage urban producers in FPAC programs, or aren't sure if they have access to these resources.

# A response to FSA needs

## #1

Printed informational handouts, like fact sheets

## #2

In-person or virtual training for employees



# Introduction to Urban Agriculture

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<b>Urban Grower Motivations &amp; Impact</b>	Examines the various motivations behind urban growing and benefits of urban growing. Underscores benefits that have not yet been quantified. Discusses the importance of identity and relationships.
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<b>Social Ecologies and Resilience</b>	Explores urban agriculture’s relationship with society and the environment. Compares and contrasts urban and rural ag. Digs deeper on how urban agriculture builds resilience in urban food systems.

# USDA Application

<b>Challenges Facing Urban Growers</b>	Introduces the various barriers to urban production, including variable mindsets about urban ag amongst policymakers; access to resources; zoning; soil and space conditions; neighbor relationships; labor
<b>Digging Deeper: Capital and Land Access</b>	A deep dive into one of the most pressing challenges, access to capital and land, facing urban growers. FSA and the USDA have opportunities to address these challenges.
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