

Harmonizing at Farm Aid 2017: The Story from Three SRAPs

Presenters:

S. Dee Jepsen, Ph.D. – Ohio AgrAbility

Jessica Wright – West Virginia AgrAbility

Kendra Martin – AgrAbility for Pennsylvanians (AgrAbility PA)



Ohio Intro

- Dee Jepsen, Program Director
- Lisa Pfeifer, Educational Program Manager
 - State Agricultural Safety and Health Program
 - Provides outreach education about Ohio SRAP, along with universal design and assistive technology
- Ohio AgrAbility Staffing
 - Ohio State University Extension – Program Director, Disability Services, Education, Marketing, and Networking
 - Easterseals – Rural Rehabilitation



Pennsylvania Intro

- Kendra Martin, Digital Media & Outreach Coordinator
 - Develops content on social media sites
 - Coordinates printed and electronic communications
 - Executes strategic marketing initiatives
 - Enhances relationships with strategic partners
 - Works on legislative outreach and educational efforts.
- AgrAbility for Pennsylvanians (AgrAbility PA)
 - Statewide partnership between Penn State Extension and UCP Central PA
 - Strategic Partners include: PA's Office of Vocational Rehabilitation (OVR), Pennsylvania Assistive Technology Foundation (PATF), Pennsylvania's Initiative on Assistive Technology (PIAT)



West Virginia Intro

- Jessi Wright, WVATS Program Manager
 - State assistive technology program
 - Provide equipment/device loans, demonstrations, trainings, and information and referral services
- Doug Cumpston, WVATS/AgrAbility AT Specialist
- WV AgrAbility Partners
 - WVU Extension Service
 - WV State University
 - WV Assistive Technology System (WVATS)
 - Arc of the Mid Ohio Valley



What is Farm Aid?

- Willie Nelson, Neil Young, and John Mellencamp organized the first Farm Aid concert in 1985 to raise awareness about the loss of family farms and to raise funds to keep farm families on the land.
 - Dave Matthews joined the Farm Aid Board of Directors in 2001.
 - Farm Aid has raised more than \$50 million to promote a strong and resilient family farm system of agriculture.
 - Farm Aid is a nonprofit organization whose mission is to keep family farmers on the land.





• WILLIE NELSON • JOHN MELLENCAMP •
NEIL YOUNG • DAVE MATTHEWS with TIM
REYNOLDS • SHERYL CROW • JACK JOHNSON •
THE AVETT BROTHERS • NATHANIEL RATELIFF &
THE NIGHT SWEATS • JAMEY JOHNSON •
MARGO PRICE • BLACKBERRY SMOKE •
LUKAS NELSON & PROMISE OF THE REAL •
VALERIE JUNE • INSECTS VS ROBOTS •
BLACKWOOD QUARTET

9/16/17

KeyBank Pavilion • Burgettstown, PA
Tune in Live at 3 p.m. ET • farmaid.org

It all began with a question...

- **What does Farm Aid have to offer for farmers with disabilities?**
 - Website Research
 - Establish Contact
 - Start the Conversation



Resources for
Farmers



Grants for Nonprofit
Organizations



Meet Farm Aid's
Current Grantees



How Farm Aid Helps
Family Farmers
Thrive



The Farm Advocate
Link



Farm Aid 30:
Strength from Our
Roots



Nominate Your
Farmer Hero



Family Farm
Disaster Fund



Come together: The
Rural/Urban
Dialogues



The
HOMEGROWN.org
Project



30 Years of Giving
Quilt

Which led to an Invitation

- AgrAbility was invited to be a part of the 2017 Farm Aid concert, as part of the Homegrown Village
 - Homegrown Village is an area where organizations that provide support and service to farmers deliver interactive education to the concert community.



And MORE Invitations

- Burgettstown is located in PA
 - Less than 7 miles from the WV border
 - 12 miles from the OH boarder
- While Farm Aid is a national event, drawing attendees from across the country, many attendees are from the surrounding areas.



THE BIG QUESTION/CONCERN

How do we make an
'interactive' exhibit?



Working Together

- Every state brought something to the table.
 - WV – a variety of handheld garden tools, raised beds, and worked with John Deere to have an adapted tractor onsite
 - OH – GoPro Camera to further adapt the tractor with a back-up camera
 - PA – a variety of garden tools and marketing expertise





DIRECTORY



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MERCHANDISE



HOMEGROWN
YOUTHMARKET



MEDICAL



GUEST
SERVICES



BATHROOM



ATM





Lisa Pfeifer (Ohio AgrAbility), Kendra Martin (AgrAbility PA), and Jessi Wright and Doug Cumpston (West Virginia AgrAbility) pulled together AgrAbility's presence at the event.



**22,000+ people attended Farm Aid 2017 on Sept. 16 in Burgettstown, Pa. (near Pittsburgh)
to support farmers and agriculture**







OHIO STATE UNIVERSITY EXTENSION

Ohio AgrAbility

OHIO AGRABILITY'S MISSION is to
provide information and resources
in agriculture for Ohio's
families who are coping
with a long-term health condition.

AgrAbility help you?
• Assessments
• Grants and resources
• Safety modifications
• Training

OHIO
AgrAbility
Cultivating Accessible Agriculture

Masterseals



What We Did...

- This tri-state area of SRAPs provided outreach about AgrAbility with an interactive exhibit of assistive technology.
 - Farm Aid participation allowed our three state projects to
 - Join forces working for a common cause
 - Build relationships by connecting staff
 - Learn about how each state works to interact with farmers to reach similar goals



The Importance of Collaboration

- Lends cross disciplinary skills and insight to a project
- Allows for a different team dynamic
- Collaboration can fuel new energy and be fun
- Builds networks of support and communication for the future
- New ideas emerge that can create growing partnerships
- Likelihood of collaboration between states again
- Responsible use of resources
- Opens the door to work with other out-of-the-box collaborators that can offer an outside the field perspective



Moving Forward

- Good News:
 - Farm Aid loved the exhibit!
 - AgrAbility has been invited back to future Farm Aid events!
 - Farm Aid is looking into ways they can incorporate more awareness and assistance to farmers with disabilities.
- Future Collaborations with AgrAbility



Questions?

