

# PIE CENTER MAKES AN IMPACT

The faculty and staff in the PIE Center are making an impact on the academic community through journal publications. Check out the list below to see only a small portion of the articles that were published throughout the past year. View more publications located on our publications database at [piecenter.com](http://piecenter.com). Also be on the look out for IMPACT reports that highlight the PIE Center's research and how the research is impacting producers, organizations and communities throughout Florida.

Gorham, L. M., Rumble, J. N., & Holt, J. A. (2015). The impact of local: Exploring the impact of availability and location on food buying decisions. *Journal of Applied Communications*, 99(2), 30-43. Retrieved from [http://journalofappliedcommunications.org/images/stories/issues/2015/jac\\_v99\\_n2\\_article3.pdf](http://journalofappliedcommunications.org/images/stories/issues/2015/jac_v99_n2_article3.pdf)

*(Received Article of the Year runner-up for Journal of Applied Communications)*

Holt, J., Rumble, J. N., Telg, R. & Lamm, A. J. (2015). The message or the channel: An experimental design of consumers' perceptions of a local food message and the media channel used to deliver the information. *Journal of Applied Communication*, 99(4), 6 - 19. Retrieved from [http://journalofappliedcommunications.org/images/stories/issues/2015/jac\\_v99\\_n4\\_article1.pdf](http://journalofappliedcommunications.org/images/stories/issues/2015/jac_v99_n4_article1.pdf)

Huang, P., & Lamm, A. J. (2015). Impact of experience and participation in Extension programming on perceptions of water quality issues. *Journal of International Agricultural and Extension Education*, 22(3). Doi:10.5191/jiaee.2015.22303

Lamm, A. J., Carter, H., Settle, Q., & Odera, E. (2016). The influence of problem solving style on team dynamics when building consensus. *Journal of Human Sciences and Extension*, 4(1), 18-33. Retrieved from <http://www.jhseonline.com/#!current-issue-1/yg31h>

Lamm, K. W., Rumble, J. N., Carter, H. S., & Lamm, A. J. (2016). Agricultural opinion leader communication channel preferences: An empirical analysis. *Journal of Agricultural Education*, 57(1), 91-105. DOI: 10.5032/jae.2016.01091

Leal, A., Rumble, J. N., & Lamm, A. J. (2015). Setting the agenda: Exploring Floridian's perceptions of water quality and quantity issues. *Journal of Applied Communications*, 99(3), 53-67. Retrieved from [http://journalofappliedcommunications.org/images/stories/issues/2015/jac\\_v99\\_n3\\_article4.pdf](http://journalofappliedcommunications.org/images/stories/issues/2015/jac_v99_n3_article4.pdf)

Lindsey, A. B., & Kumaran, K. (2015). Coastal community mobilization in the aftermath of man-made disasters: A case study of Florida gulf coast community responses after the bp deepwater horizon oil spill in the USA. *Journal of World Environment and Island Studies*, 6(1), 35-42. Retrieved from [http://islandstudies.net/weis/weis\\_2016v06/v06n1-3.pdf](http://islandstudies.net/weis/weis_2016v06/v06n1-3.pdf)

Settle, Q., Rumble, J., Telg, R., Irani, T., Carter, H., & Wysocki, A. (2015). The impact of being a public organization on the public's perceptions of the Florida Forest Service's brand. *Journal of Applied Communications*, 99(1), 6-20. Retrieved from [http://journalofappliedcommunications.org/images/stories/issues/2015/jac\\_v99\\_n1\\_article1.pdf](http://journalofappliedcommunications.org/images/stories/issues/2015/jac_v99_n1_article1.pdf)

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Cover photo: "Blue Cypress Sunrise" by Nick Vitale

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Center for  
Public Issues Education

CENTER FOR  
PUBLIC ISSUES  
EDUCATION  
IN AGRICULTURE AND NATURAL RESOURCES

ANNUAL REPORT | 2015 - 2016



## 2015 - 2016 BY THE NUMBERS

**\$17 MILLION**

AWARDED TO RESEARCH PARTNERSHIPS

**638**

VIEWS OF RECORDED WEBINARS

**\$1.5 MILLION**

AWARDED TO PIE CENTER RESEARCH

**2,420**

TOTAL EMAIL SUBSCRIBERS

**49**

FOCUS GROUPS, SURVEYS AND INTERVIEWS

**1,823**

FACEBOOK FANS

**53**

REPORTS AND PUBLICATIONS

**851**

TWITTER FOLLOWERS

**19**

STUDENTS SUPPORTED & PART-TIME JOBS CREATED

**413**

ENTRIES TO THE PHOTO CONTEST

**13,645**

RESEARCH PARTICIPANTS

**37,163**

PAGE VIEWS ON PIECENTER.COM



**24**

CLIENT OR AGENCY PARTNERSHIPS

Photo: "Under the Oak" by Shirley Rodriguez



# FROM THE DIRECTOR

## RICKY TELG



The PIE Center’s team works diligently to produce and improve the relevant research, communication and educational programs that provide a unique perspective on issues that impact the future of agriculture and natural resources.

The monumental work of our faculty, staff and students sets the stage for a record-breaking year for the PIE Center when it comes to published research, partnerships and outreach.

This report illustrates how the research, communication and educational offerings of the PIE Center translate into engaged consumers and constituents.

The PIE Center is poised to capture national significance with our efforts to measure public opinions and awareness of agricultural and natural resources issues. Following the creation of Public Issues Education – Hawaii almost 5,000 miles away and partnerships nationwide, we are learning that universities across the country see the value in what we do.

None of this would be possible without the constant support of our advisory board, research partners, affiliates and university administrators. By helping us establish goals and paths to our objectives, we have become a strong part of the University of Florida and the Institute of Food and Agricultural Sciences.

We will continue to push to achieve our mission of increasing public understanding by producing relevant and objective research as well as educational programs. Given our progress throughout the past year, the PIE Center team is eager for the challenge.

Warm regards,

### PIE CENTER TEAM



- Ricky Telg ..... **DIRECTOR**
- Alexa Lamm ..... **ASSOCIATE DIRECTOR**
- Angie Lindsey, Joy Rumble ..... **FACULTY**
- Sandra Anderson, Melissa Taylor ..... **RESEARCH COORDINATORS**
- Ashley McLeod ..... **PUBLIC RELATIONS SPECIALIST**
- Sonia Coleman ..... **PROGRAM ASSISTANT**
- Phillip Stokes ..... **EDUCATION COORDINATOR**
- Emmett Martin, Pei-wen Huang ..... **RESEARCH ASSISTANTS**

- STUDENTS:** Nadia Bahadori • Brie Bird  
 • Kali Bowen • Tori Bradley • Morgan Edwards • Keegan Gay • Kara Harders  
 • Arthur Leal • Layne Marshall • Shelby Oesterriecher • Courtney Owens • Shuyang Qu • Taylor Ruth

### MISSION

The UF/IFAS Center for Public Issues Education conducts and disseminates objective interdisciplinary research and educational programs to increase public understanding of and engagement in agricultural and natural resources issues.

### VISION

The UF/IFAS Center for Public Issues Education will be the preeminent research and education organization on the social science perspectives of agricultural and natural resources issues to promote a more informed and engaged public.

### OUR PHOTOS

The PIE Center’s Facebook fans submitted more than 400 photos of agriculture, natural resources and the people who enjoy these industries. Many of the best entries from this year’s photo contest are featured throughout the annual report.

Photo: “Florida Citrus Grove” by Olivia Shelfer



# BUILDING A NATIONAL BRAND

FLORIDA'S AGRICULTURAL AND NATURAL RESOURCES ISSUES HAVE ALWAYS BEEN AT THE HEART OF THE PIE CENTER, AND THE CENTER STRIVES TO ALWAYS PUT FLORIDA RESIDENTS AND COMMUNITIES AT THE FOREFRONT OF RESEARCH AND DECISIONS. THIS YEAR, PIE CENTER FACULTY, STAFF AND STUDENTS REPRESENTED THE CENTER IN AREAS ACROSS THE NATION, AND RESEARCH COLLABORATIONS TOOK PLACE THROUGHOUT VARIOUS STATES AND WITH SEVERAL INSTITUTIONS AS INFORMATION WAS GAINED AND KNOWLEDGE WAS SHARED.

The following locations are just a few of the places that the PIE Center faculty, staff and students have represented the PIE Center over the past year.

**CHICAGO, IL** - Dr. Alexa Lamm attended the American Evaluation Association to discuss evaluations used and created by the PIE Center.

**GAINESVILLE, FL** - Research is conducted annually throughout the state of Florida with the PIE Center headquarters being located at the University of Florida.

**GEORGIA, MICHIGAN, OREGON AND MORE** - Researchers conducted interviews throughout nine states as part of the Clean Water3 project.

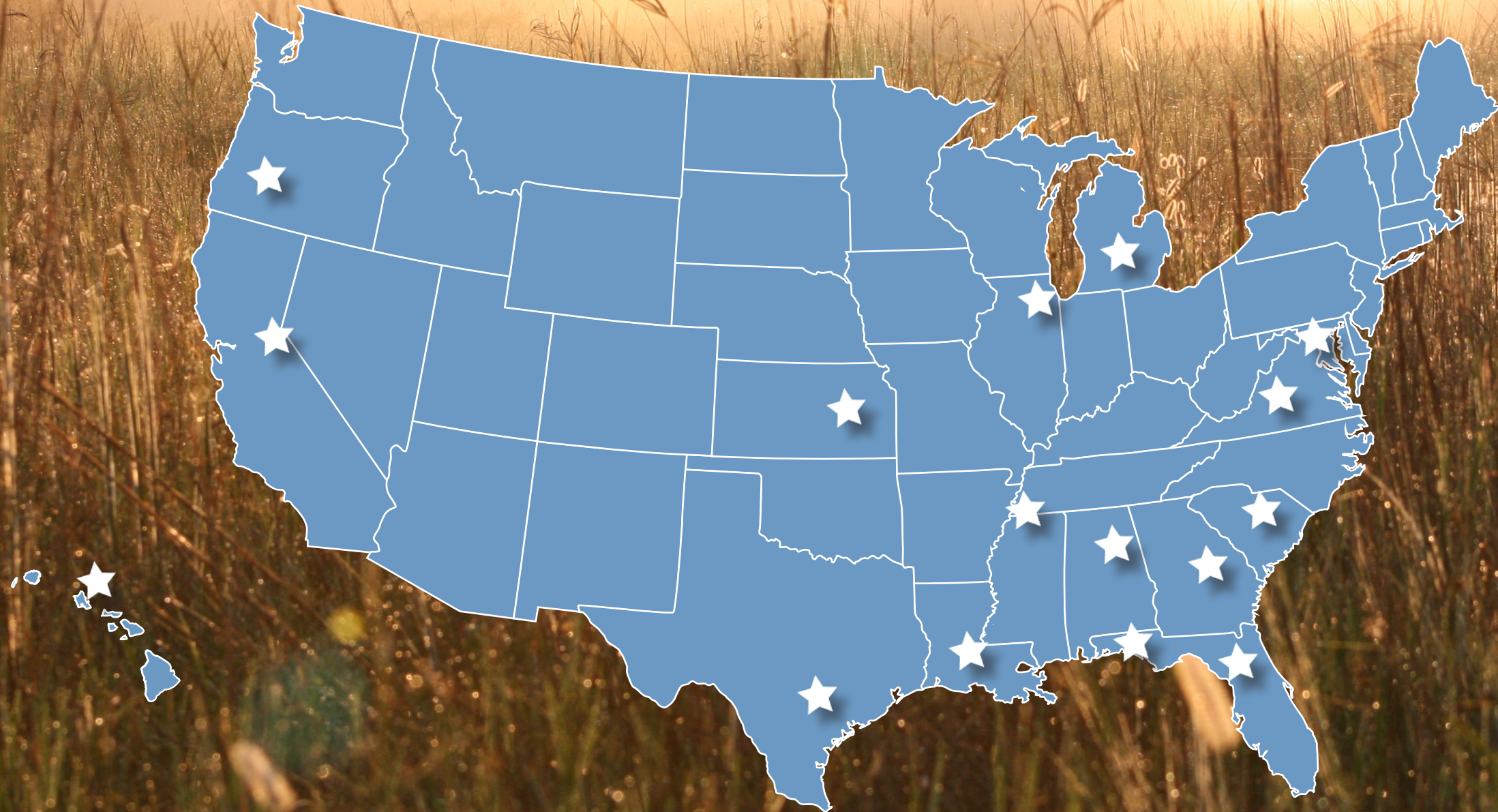
**GULF COAST** - Dr. Angie Lindsey has been wrapping up the Healthy Gulf, Healthy Communities project in the Northwest Florida and South Alabama area.

**LAKE TAHOE, CA** - Dr. Joy Rumble spoke to the American Soybean Association about the public's perception of genetically modified food.

**MEMPHIS, TN** - Faculty, staff and researchers attended the 2016 Association for Communication Excellence Conference where they made presentations and won awards.

**OAHU, HI** - Dr. Alexa Lamm met with faculty and administrators to assist in the development of PIE Hawaii. PIE Hawaii conducts similar research relating to Hawaii's agriculture and natural resource sectors.

**SAN ANTONIO, TX** - The Southern Association of Agricultural Scientists hosted faculty, staff and graduate students that presented research from the PIE Center.





# IMPACTING GULF COAST COMMUNITIES

Partnerships with the PIE Center are helping to provide hope for communities along the Gulf Coast.

Following the explosion of the Deepwater Horizon oil rig, hundreds of thousands of Gulf Coast residents were affected. In 2011, the University of Florida became the lead institution on one of four Deepwater Horizon Research Consortia grants, funded by the National Institute of Environmental Health Sciences (NIEHS).

Healthy Gulf, Healthy Communities is a five-year, \$6.5 million research grant focusing on community-based participatory research in communities impacted by the oil spill. The project encompasses three research areas: individual and family resiliency, community resiliency, and seafood safety.

The grant project will formally end in April 2017, but assistant professor Angie Lindsey says the relationships between the researchers and community members will continue. Lindsey leads the outreach efforts made by the PIE Center on the project and has been involved since 2011 when she was a doctoral student. She helps communicate with researchers and community partners alike to disseminate research results and provide a forum for residents to voice their concerns.

Lindsey will continue to provide a voice for community members through a different platform as she was recently appointed the Extension Disaster Education Network, or EDEN, Point of Contact for Florida. EDEN is a collaborative effort that encompasses Extension Services from throughout the country to enhance the communication of services to community residents facing disasters. She will begin her duties as Florida's Point of Contact later this year.

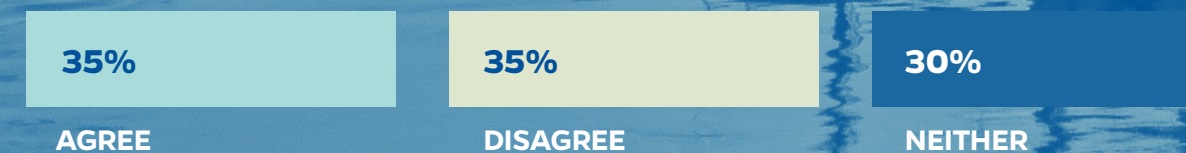
"I am still learning a lot about the organization and my duties, but I am excited about this opportunity to help reduce the impact of disasters on communities," Lindsey said.



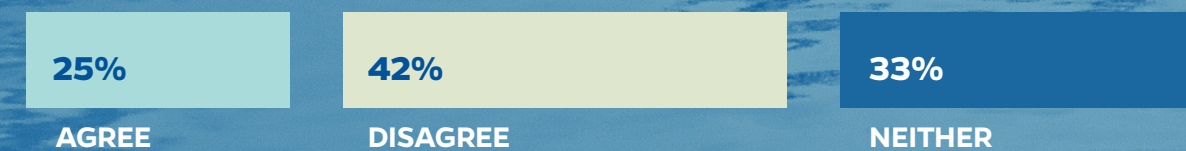
WORKING WITH HEALTHY GULF, HEALTHY COMMUNITIES HAS BEEN REWARDING, AND IT'S BEEN GREAT FOR OUR COMMUNITY. THE LEADERSHIP THAT HAS DEVELOPED THROUGH THE PROJECT OVER TIME HAS BEEN AMAZING TO OBSERVE.

BETTY WEBB | APALACHICOLA RESIDENT AND CITY ADMINISTRATOR

"MY COMMUNITY'S ECONOMY HAS FULLY RECOVERED FROM THE DEEP WATER HORIZON OIL SPILL."



"MY COMMUNITY IS STRONGER AFTER THE DEEP WATER HORIZON OIL SPILL THAN IT WAS BEFORE."



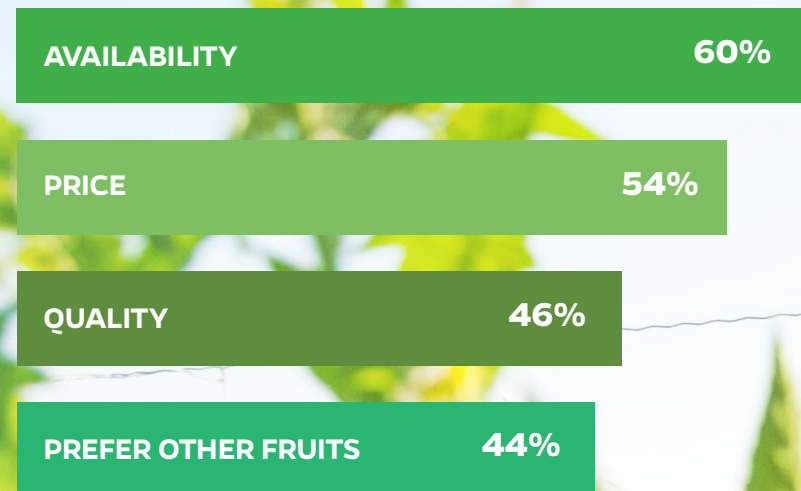
THESE STATISTICS WERE FOUND THROUGH A RESEARCH STUDY THAT SOUGHT TO DESCRIBE FLORIDA AND ALABAMA COASTAL RESIDENTS' OPINIONS OF RECOVERY FIVE YEARS AFTER THE DWH DISASTER. A TELEPHONE SURVEY WAS COMPLETED BY 444 RESIDENTS ALONG THE GULF COAST, FROM MOBILE COUNTY ALABAMA TO LEVY COUNTY FLORIDA IN JANUARY 2015. THE RESEARCH FINDINGS WERE RELEASED IN LATE 2015.

Photo: "Apalachicola Sunrise" by Doug Mayo



THE PIE CENTER PARTNERED WITH THE FLORIDA SPECIALTY CROP FOUNDATION TO EXPLORE CONSUMERS' PERCEPTIONS AND BARRIERS TO PURCHASING FLORIDA BLUEBERRIES. PIE CENTER RESEARCHERS SURVEYED 2,100 U.S. RESIDENTS AT LEAST 18 YEARS OLD WHO LIVED IN STATES THAT RECEIVED FLORIDA BLUEBERRIES. THE ONGOING RESEARCH IS FUNDED THROUGH A SPECIALTY CROP BLOCK GRANT ADMINISTERED BY THE USDA AND FLORIDA DEPARTMENT OF AGRICULTURE AND CONSUMER SERVICES.

#### WHY CONSUMERS DON'T PURCHASE BLUEBERRIES MORE OFTEN:



WE KNOW WE ONLY GOT A GLIMPSE INTO THE INTERESTING WORK THAT THE FOLKS AT THE PIE CENTER ARE ACCOMPLISHING, AND WE LOOK FORWARD TO THIS RESEARCH HELPING EXTENSION AGENTS AROUND THE STATE BETTER RELATE TO THEIR PUBLIC AUDIENCES.

LEIGH ANN WYNN | WARNER UNIVERSITY AND FLORIDA FRUIT AND VEGETABLE ASSOCIATION EMERGING LEADER DEVELOPMENT PROGRAM PARTICIPANT



# MARKETING FLORIDA'S SPECIALTY CROPS

The PIE Center is working to explore the perceptions and preferences of Florida's specialty crops so that producers and distributors can improve the ways they market their crops.

Florida's agricultural industry is diverse, producing a vast variety of specialty crops including blueberries, strawberries, peaches and citrus. PIE Center projects over the past year have focused on blueberry and strawberry crops in Florida. Assistant professor Joy Rumble explored the perceptions and buying habits of blueberry consumers and strawberry consumers.

After surveying 2,100 U.S. residents at least 18 years old who lived in states that received Florida blueberries, it was determined that consumers were widely aware of the health benefits of blueberries, such as improved memory and heart disease prevention. Consumers of Florida blueberries were not so sure about Florida's blueberry season, with only 16 percent of respondents saying they knew when Florida's blueberry season occurred.

Similar results were discovered when 1,500 U.S. residents living east of the Mississippi River were surveyed about Florida's strawberry season. Sixty percent of consumers did not know when Florida strawberries were in season. However, national consumers recognize Florida for producing high-quality and delicious strawberries, despite not knowing when they are in season. Thirty percent of consumers who live east of the Mississippi River said they would prefer strawberries grown in Florida when given the choice of purchasing strawberries from various locations.

These research projects also allowed Rumble and the PIE Center to partner with the Florida Strawberry Growers Association, Florida Blueberry Growers Association and the Florida Specialty Crop Foundation in order to grow relationships that will impact Florida agriculture's marketing techniques. Rumble is looking forward to pursuing research about Florida peaches and citrus over the next year. "This research will help producers better market Florida peaches, as well as learn about the public's perception of Florida's citrus industry in the midst of citrus greening," Rumble said.

Photo: "Tomatoes" by Katie Cardenas



# FLORIDIANS IDENTIFY WATER AS A CONCERN

With Florida being uniquely positioned as a state surrounded by water and with agriculture as a top industry, it is no surprise that Floridians have an opinion about the state's water use. The PIE Center has been actively engaged in a variety of research and extension initiatives focused on understanding public perceptions and actions surrounding this precious resource.

Most recently, the PIE Center partnered with the Florida Department of Agriculture and Consumer Services, Florida Farm Bureau and Florida Dairy Farmers to explore residents' perceptions of agricultural water use and how the organizations could best communicate with the public. According to research findings, Floridians strongly believe that farmers protect the state's environment and water resources. Research also shows the public is also more likely to trust farmers when receiving messages about agricultural water use.

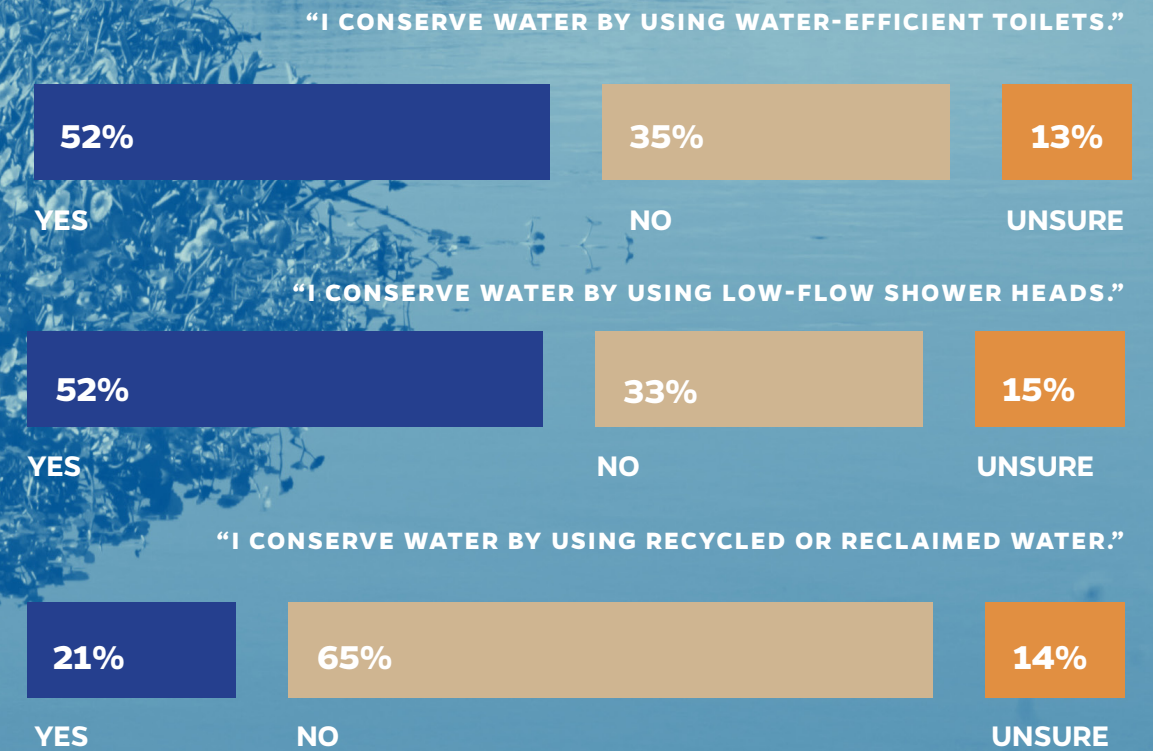
In addition, the PIE Center recently had more than 500 Floridians take the fourth-annual public opinion survey on water issues. Results showed that while residents are thirsty for knowledge, they sometimes leave conservationists high and dry. Floridians acknowledge the importance of water, with 81 percent of survey respondents ranking water second as a highly or extremely important issue, only preceded by healthcare. Despite Floridians prioritizing water as an important issue, few were willing to make sacrifices in their home to conserve water. Seventy percent of residents identified that they would vote for water conservation programs, yet only 34 percent said they would volunteer for water cleanup events, and even fewer would join a water conservation organization.

The PIE Center's commitment to research on water conservation is also noticeable through its partnership on national grants. Alexa Lamm, Associate Director of the PIE Center, completed year three of the Clean Water3 project. The five-year, \$8.9 million grant is funded by the U.S. Department of Agriculture's National Institute of Food and Agriculture as part of its Specialty Crop Research Initiative. The project seeks to increase nursery growers' adoption of new water conserving technologies and treatments. Interviews were conducted across the country this past year and Lamm looks forward to releasing a survey later this year.



RESEARCH FROM THE PIE CENTER PLAYS A KEY ROLE IN HELPING MEMBERS OF OUR ORGANIZATION NOT ONLY UNDERSTAND FLORIDA'S AGRICULTURAL ISSUES, BUT ALSO GAIN INSIGHT INTO THE PUBLIC'S PERCEPTION OF ISSUES SUCH AS WATER AND HOW THEY AFFECT CONSUMER BEHAVIOR.

NOEL PERKINS | FLORIDA DAIRY FARMERS VICE PRESIDENT OF COMMUNICATIONS



MORE THAN 500 FLORIDIANS TOOK THE FOURTH-ANNUAL PUBLIC OPINION SURVEY ON WATER ISSUES BY THE PIE CENTER. THE RESULTS ABOVE WERE RELEASED IN LATE 2015 AND ILLUSTRATE HOW RESPONDENTS CONSERVE WATER IN THEIR HOME.

Photo: "Wetland Reflections" by Allison Vitt



## ISSUE GUIDES

PIE Center faculty and staff compile the most important findings from each study to create issue guides that show the technical and dense research results in an easy-to-understand manner. These guides, intended for industry professionals and university faculty alike, aim to help scientists and industry communicators understand and converse about public perceptions and awareness of many challenging issues. Several guides were created this past year that illustrated research results related to water quality and quantity, consumer buying habits and issues identification.

## PUBLICATIONS DATABASE

As part of its mission to provide objective, interdisciplinary research, the PIE Center has created a database that will allow users to search for and read all of our published research. The database contains journal articles, Electronic Data Information Source (EDIS) documents, theses and dissertations, and conference papers and posters. Users can search and filter the database by author or specific agricultural or natural resources issue.

## LOCAL FOOD CURRICULUM

The PIE Center launched a curriculum written for use by Extension agents in training specialty crop producers to make informed choices about promoting their farm and their product. Through the use of the curriculum, producers will be able to develop a valuable promotional plan to help them begin conversations with consumers about where their food comes from.

The six-module curriculum can be taught independently or combined and provides instructors with a PowerPoint, suggested script, activities, resources and an evaluation.



## NATIONAL EXTENSION PUBLICATION DATABASE

The National Extension Publication Database is a custom search engine that combs the publication websites of almost all Cooperative Extension Services to find relevant science-based, objective information from land-grant universities throughout the country. The PIE Center worked diligently to develop a search engine that allows users to type in keywords to find fact sheets, news releases and related publications from Cooperative Extension Services across the country.

## UF CRITICAL THINKING INVENTORY

The UF Critical Thinking Inventory measures critical thinking style on a continuum that ranges between engaging and seeking information. By understanding how different people think critically about an issue, you can put your team members in a position to succeed by grouping people together in the most effective way. The PIE Center launched UFCTI as a tool this past year. Learn more and get certified to administer the instrument at [ufcti.com](http://ufcti.com).

## PIE CENTER GUEST BLOG

The media team at the PIE Center reintroduced the guest blog this past year as a forum for the discussion of issues related to agriculture and natural resources and recruits outside contributors in the form of guest bloggers. Industry experts discuss issues or talk about partnerships with the PIE Center and how those partnerships are impacting Florida. Topics have recently included food safety, aquifer pumping and the conservation of black bears in Florida.

Photo: "Pear Blossom" by Patrick Ruegger