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**ADAPTING TO A
CHANGING AUDIENCE TO
FULFILL THE LAND-GRANT
MISSION**

The Process

- Identify current players in urban agriculture
- Discovery of existing urban agriculture programs and activities
- Created three subgroups: Production, Education and Impact
- Final recommendations compiled and presented

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RECOMMENDATION

Develop an urban agriculture model that incorporates research, teaching, and the service mission of AgriLife to meet the needs of an ever expanding Texas.



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RESEARCH A SYSTEMS APPROACH



- Advanced growing technologies
- Efficient production systems
- Scalability of urban agriculture
- Effective resource management
- Improve access to local nutritious foods
- Enhance health and nutritional value
- Economics and social sustainability of UA systems

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TEACHING THE NEXT GENERATION

- Incorporate youth and family educational demonstration activities
- Develop and implement vocational certification programs to support non-traditional careers
- Integrate with K-12 curriculum connecting agriculture and health

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SERVICE ENGAGING TEXANS

- Promote community engagement opportunities
- Improve community health through nutritious foods
- Connect citizens to local community resources
- Build on farm-to-fork movement
- Connect producers to marketing opportunities

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SHARING OUR MESSAGE

- Visual storytelling
- Leverage social media
- Promotional materials
- Incorporate artificial intelligence
- Partnering with existing high profile community events
- Community events focused on AgriLife brand



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MAKING A DIFFERENCE

- Establish best practices and measurable outcomes for urban agriculture programs.
- Survey Texas communities dealing with urban agriculture elements.



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BEYOND DALLAS

Leverage successful research and educational programming into other urban areas to meet local and region specific needs.



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MAKING IT HAPPEN

- Implement priority urban agriculture systems
- Encourage corporate and community partnerships
- Empower the next generation to connect agriculture to health

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AgriLife Advanced Leadership Program – Cohort V