Immersive Food Safety Training to Support Technical Assistance for Small and Mid-Sized Farmers

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USDA/NIFA, Food Safety Outreach Competitive Grants Program













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Problem Statement / Issue Definition:

- All individuals who grow, harvest, process, or handle food have a responsibility to practice safe food handling practices despite the size of their operation
- Owners and operators of small to mid-sized farms, beginning farmers, socially disadvantaged farmers, small processors, and small produce merchant wholesalers face numerous challenges in obtaining food safety training and technical assistance that meet their needs and can help them improve food safety and protect public health
- Need for training that is:
 - Context specific
 - Innovative
 - Provides a "hands-on" approach to learning







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Interactive computer-based modules

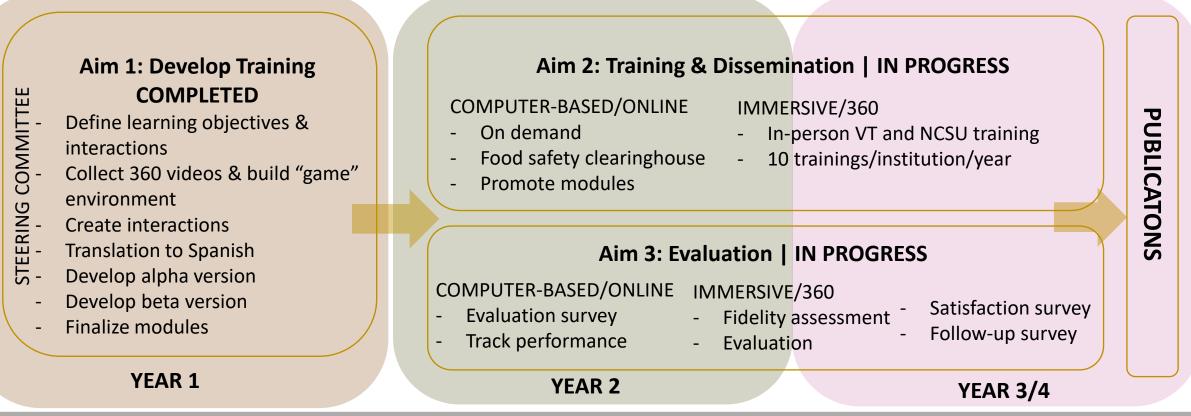




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Approach / Methods



Target audience: beginning farmers, socially disadvantaged farmers, small processors, and small produce merchant wholesalers Team: Juliana Ruzante (RTI), Renee Boyer (VT), Lester Schonberger (VTech), Ellen Shumaker (NCSU), and Benjamin Chapman (NCSU)







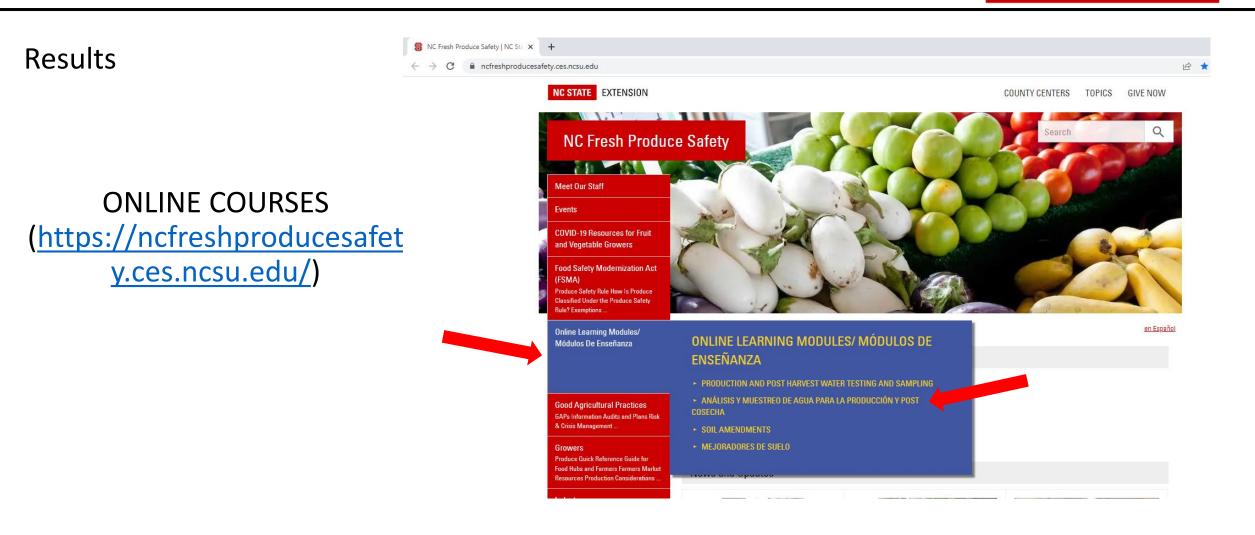
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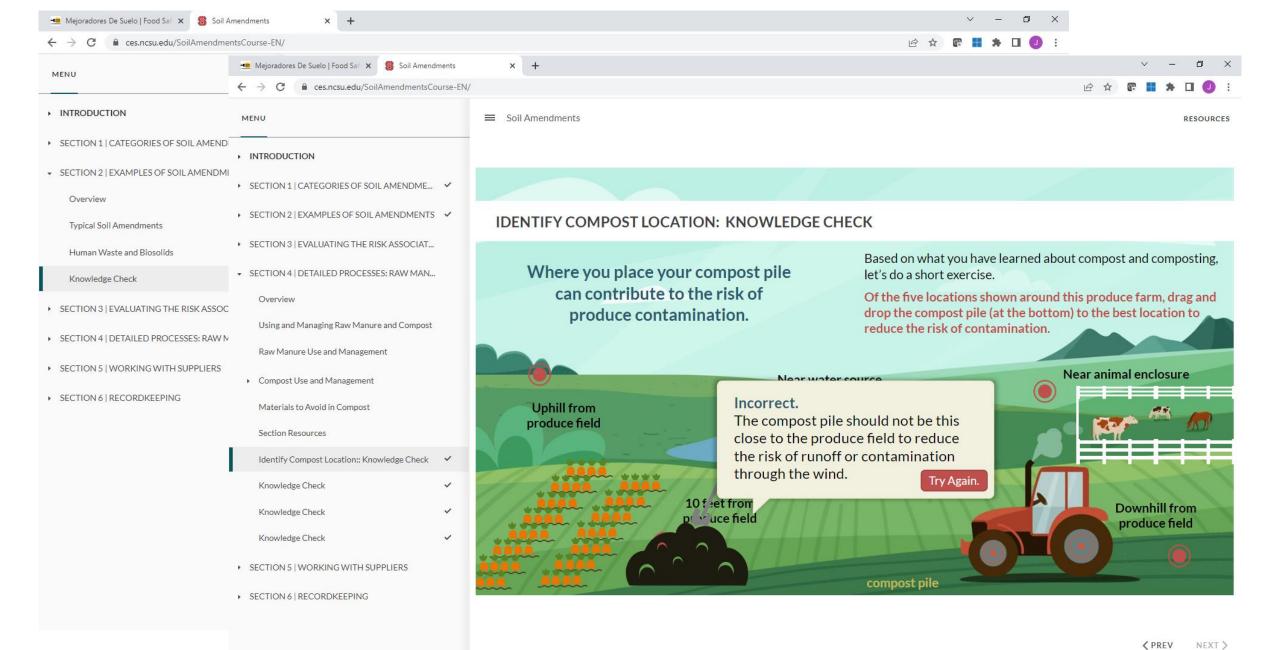




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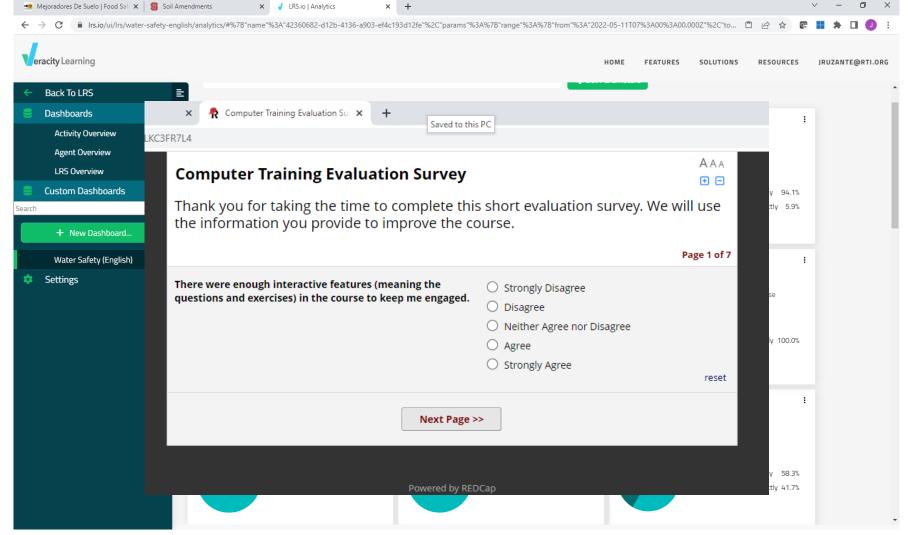






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Learning management system and satisfaction surveys to evaluate online courses









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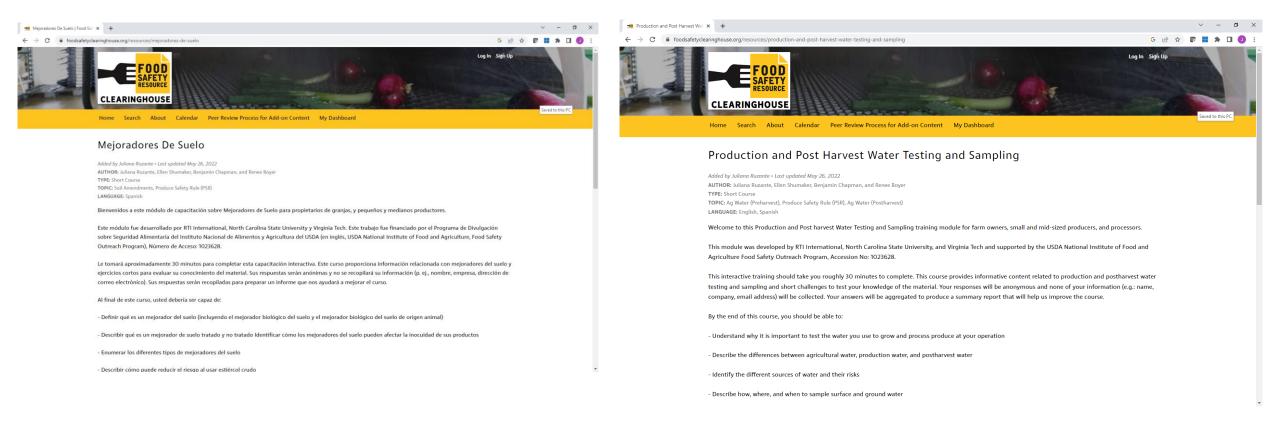


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ONLINE COURSES (https://foodsafetyclearinghouse.org/)











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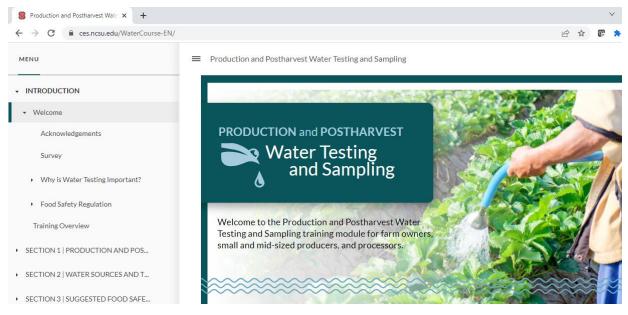


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ONLINE COURSES

- We estimate that about 50 individuals completed the online courses
 - 27% provided voluntary feedback via online survey and were mostly positive
- Included as part of VTech's Enhancing the Safety of Locally Grown Produce course
- Courses received an "award of excellence" by the Society for Technical Communication (STC), Caroline chapter
 - Focus on editorial and visual quality, not technical content

NEED YOUR HELP DISSEMINATING!!











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Results

- VIRTUAL TOURS and FACILITATOR'S GUIDE
- Farmer's market
- Small diversified farm











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Results

- The virtual tours were used to train 36 family consumer science and other extension agents and 19 producers in NC as part of VT and NCSU in person trainings
- Have been well received and generated interest in the technology

"Very cool" "Very engaging"









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