

**Title:** Bi-Lingual Demonstration Videos for Strawberry and Blackberry Production in the SE United States

**Report, Extension Project**

**Grant Code:** SRSFC Project # 2017 E-03

**Name, Mailing and Email Address of Principal Investigator(s):**

PI

Dr. Amanda McWhirt  
Horticulture Production Specialist  
University of Arkansas Cooperative Extension Service  
2301 S. University  
Little Rock, AR 72204  
501-400-6374  
[amcwhirt@uaex.edu](mailto:amcwhirt@uaex.edu)

Dr. Gina Fernandez  
Professor  
Department of Horticultural Science, North Carolina State University  
260 Kilgore Hall, Campus Box 7609  
Raleigh, NC 27695-7609  
919-513-7416  
[gina\\_fernandez@ncsu.edu](mailto:gina_fernandez@ncsu.edu)

Dr. Jackie Lee  
Horticulture IPM Specialist  
University of Arkansas Cooperative Extension Service  
2301 S. University  
Little Rock, AR 72204  
479-530-8163  
[jalee@uaex.edu](mailto:jalee@uaex.edu)

Dr. Elena Garcia  
Professor  
Department of Horticulture, University of Arkansas  
316 Plant Sciences Building  
Fayetteville, AR 72701  
479-575-2790  
[megarcia@uark.edu](mailto:megarcia@uark.edu)

## **Objectives**

1. Produce recorded visual demonstrations of basic production practices and crop development for strawberry and blackberry production systems in the Southeast to increase grower and extension professional's access to training outside of the classroom.
2. Increase accessibility of basic trainings conducted in the Spanish language for strawberry and blackberry production practices to facilitate the training of Spanish speaking growers and farm employees in the Southeast.

## **Justification and Description**

Increasingly growers rely on internet sites and videos to look for information on production. Extension should be at the forefront of supplying research and science based information in this type of accessible format. Extension professionals also need access to training videos for their own professional development and to use when training growers.

Further Spanish speaking growers and farm workers throughout the Southeast require training materials presented in their native language.

Several training videos produced in the Northeast or upper Midwest exist for various aspects of strawberry and blackberry crop management. However, due to differences in cropping systems sequence and timing between northern and southern latitudes often these videos are not relevant to production of these crops in the Southeast.

## **Methodologies**

Due to the need to collect video footage over an entire season for several of the video topics this will be conducted as a two year project to allow for video development. In the first year 5 videos will be developed in English and four of those will be replicated in Spanish resulting in a total of 9 videos produced. Preliminary footage for year two's videos will also be collected in year one. In year two additional footage will be collected and 6 additional videos will be developed (one of which will be replicated in Spanish) (7 total videos produced). Final videos will not exceed five minutes, and will average two minutes in length. Video content will be of use to all of the states in the SRSFC (NC, SC, VA, GA, AR, TN). Videos will conform to the Americans with disabilities act and will be transcribed to provide close captioning. Videos will be edited using Camtasia software and then put online on the SRSFC website. Videos will also be uploaded onto University of Arkansas and North Carolina State University Cooperative Extension Websites. Completed videos will also be saved to flash drives for distribution to county extension agents in Arkansas and North Carolinas and other state extension personnel.

The lead PI, Amanda McWhirt, will be in charge of directing videos related to cultural practices and conducting and translating videos in Spanish. She will also be in charge of collecting video footage from the other PIs and editing videos for final production using Camtasia software. Consultations with the University of Arkansas Media Center will ensure videos are produced in a format that is suitable for a wide range of online formats. Gina Fernandez will contribute video content to breeding, trellis systems and will advise on differences between practices in the two states to ensure applicability of the videos region-wide. Jackie Lee will be in charge of writing,

and filming pest management videos. Elena Garcia will help provide content for high-tunnel and cultural practices videos and will help review videos scripts for Spanish language accuracy.

## **Results**

Video footage for the following 8 videos has been collected and is currently being edited.

1. Blackberry Plant Tissue Nutrient Sampling
2. *Como tomar una muestra de tejido vegetal para determinar la nutricion en el cultivo de la mora* ( Spanish Language Blackberry plant tissue nutrient video)
3. Correct Strawberry Plug Planting Depth
4. *Como se debe plantar el cepellon de la fresa* (Spanish Language Strawberry plant planting video)
5. Blackberry Fruit Disorders
6. Strawberry Plug Plant Production
7. Comparison of Trellising Systems for Blackberry
8. Broad Mite in Blackberry

Videos once edited and transcribed will be uploaded to the following You-Tube site and will be shared on the SRSFC website.

## **You-Tube Site:**

“Southern Region Small Fruit Consortium Videos” (Playlist)

<https://www.youtube.com/playlist?list=PLs8WSjmcoHZf9YAT2rajU4FNV0kJdDfkg>

All videos are planned to be uploaded by January 2018. The number of videos produced was changed from 9 to 8 due to changes in planned video topics which required more in-depth videos and thus the number was reduced. Topics were amended based on perceived demand and need.

Video footage has also been collected in anticipation of creating videos documenting crop development through the year for: strawberry, muscadine grape, blueberry and blackberry. This is a proposal for 2018 year funding.

## **Conclusions and Impact Statement**

Videos are currently under production and a 2<sup>nd</sup> progress report will be submitted once they have been posted. The videos will be shared widely on social media and through the University of Arkansas Cooperative Extension Service and North Carolina State University Websites and The SRSFC Website. Impact will be measured by number of views of the videos as recorded by You-Tube.

## **References**

NA