

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

Report, Extension Project

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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 a full season for several of the video topics this will be conducted as a two year project to allow for video development. Originally a total of 16 videos were planned with 5 of those being done in Spanish. Due to the number of videos and complexity of some of them we now plan to produce 14 videos and only 3 of those will be done in Spanish.

Final videos should 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, AL). 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.

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

Final planned and completed 14 Video Titles:

1. **Strawberry Plug Plant Production** <https://youtu.be/eB29MgA4UQo>
2. **Blackberry Fruit Disorders** <https://youtu.be/AjTjHM6d-k>
3. Blackberry Plant Tissue Nutrient Sampling
4. Como tomar una muestra de tejido vegetal para determinar la nutrición en el cultivo de la mora (Spanish Language Blackberry plant tissue video)
5. Comparison of Trellising Systems for Blackberry
6. Broad Mite in Blackberry
7. Identificando Broadmite en el cultivo de la Mora (Blackberry pest video in Spanish)
8. Identifying Spider mites in Strawberry
9. Strawberry Crop development over one year.
10. **Blackberry: Crop development over one year.** <https://youtu.be/ufPCGY3552E>
11. Blueberry: Crop development over one year
12. Correct Strawberry Plug Planting Depth
13. Como se debe plantar el cepellón de la fresa (Spanish Language strawberry plant setting video)
14. Plant Tissue Nutrient sampling Grapes

You-Tube Site

All videos will be uploaded to a playlist on YouTube titled “Southern Region Small Fruit Consortium Videos”. The playlist can be accessed here:

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

Conclusions and Impact Statement

Videos are currently under production and a final report will be submitted once they have been posted. All videos are planned to be uploaded by January 2019. We are committed to completing this project. 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

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