



## Harris Family Farm

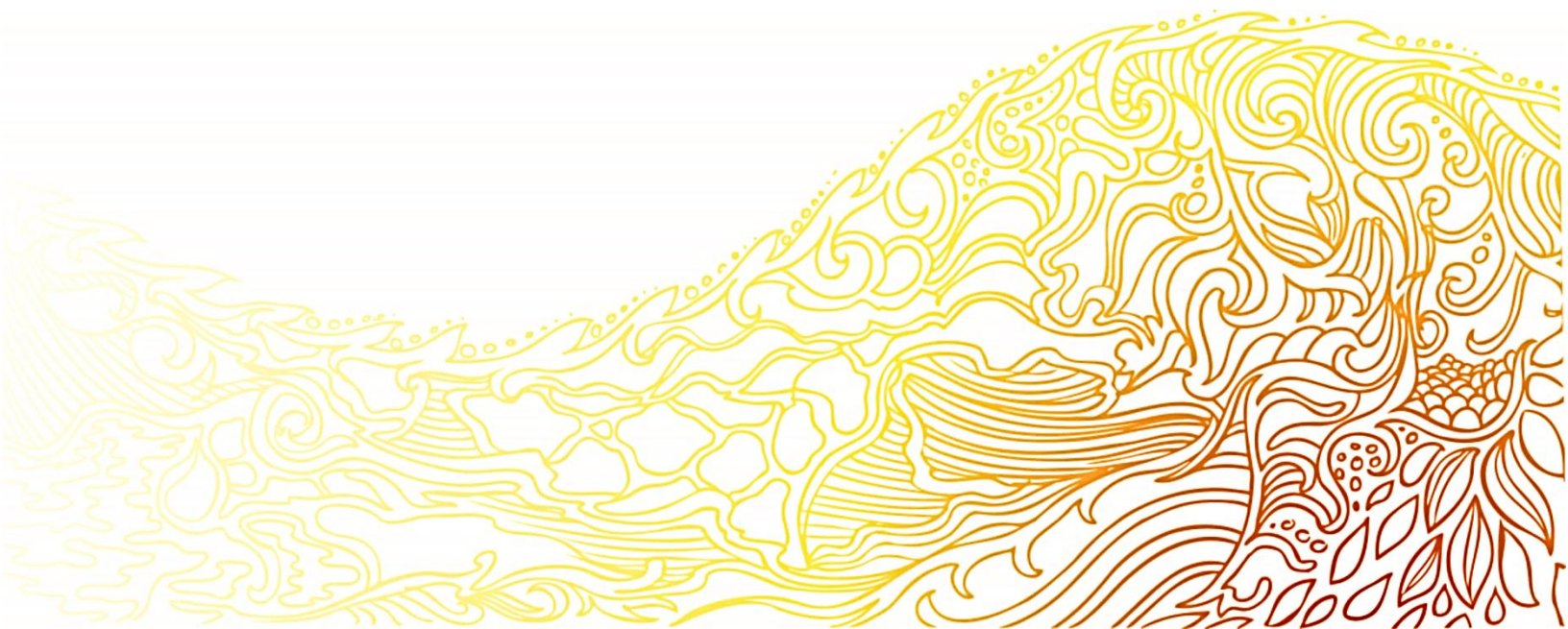
Bryant, Arkansas

*Growing organically since 1889*

*Feeding locally since 2013*

The Harris-Hogue family has been organically farming at the south end of Bryant, Arkansas for around 124 years. My great-grandmother, Mammie Ethel Harris, started her dairy farm and family garden in 1889, and through the years the family garden has remained our passion.

We grow vegetables and fruits, and raise chickens, turkeys and bees—all naturally. We are dedicated to growing non-genetically altered crops and to minimizing our carbon footprint.



# Audience Analysis of a Local Organic Farm Website—Harris Family Farm

## Project Concept

**About the Farm:** Harris Family Farm is an organic farm in Bryant, Arkansas. The farm will produce a variety of vegetables and fruits, as well as tilapia, crappie, eggs, honey, and pecans. All products will be grown organically. We plan to sell our products to Central Arkansas restaurants, food distributors, and community supported agriculture venues such as farmers' markets.

Additionally, Jason will teach organic growing methods as a line of business that is supported through the authenticity and credibility of the farm. Potential target customers include other farmers and gardeners, urban agriculture education programs, and school district agriculture education programs.

**Problem Statement:** The market demand in Central Arkansas for locally grown organic produce, poultry, and honey is greater than the availability of those products. Even more, the available products are not easy to locate and obtain.

**Vision Statement:** The Harris Family Farm website will help users find the available organic products/services in the Central Arkansas area and to specifically locate the Harris Family Farm. It will also inform users about organic farming techniques, the benefits of sustainability, and general tips about farming and living a healthy lifestyle.

## Intended Audience

### Potential Audience Resistance:

There are several reasons why certain people may be resistant to the available products, service, and information on the website. We have discussed a major one being economic status—some people just can't afford the high prices of the organic products. My solution here is (a) to teach people to grow it themselves, and (b) to decrease costs by producing products using best practices of self-containing eco-systems of multiple species.

Another reason is the public relations of large corporate farms and food industry companies that produce processed food. Both of these entities have agendas that are different in terms of the values of the general public. Their concern is making money even if the safety of public health is at risk. An

example is the bread *Subway* used for sandwiches. It contained azodicarbonamide.

“*Subway* is using this ingredient as a bleaching agent and dough conditioner which allows them to produce bread faster and cheaper without regard to the following health consequences and alarming facts:

- The World Health Organization (1) has linked it to respiratory issues, allergies and asthma.
- When a truck carrying azodicarbonamide overturned on a Chicago highway in 2001, it prompted city officials to issue the highest hazardous materials alert and evacuate people within a half mile radius! Many of the people on the scene complained of burning eyes and skin irritation as a result. (3)
- The U.K. Health And Safety Executive has recognized azodicarbonamide as a potential cause of asthma. (4)
- When azodicarbonamide is heated, there are studies that show it is linked to tumor development and cancer. (5)
- Not only is this ingredient banned in Europe and Australia, but you also get fined 450,000 dollars if you get caught using it in Singapore and can serve 15 years in prison (2).”  
(Vani Hari <http://foodbabe.com/subway/>)

When health activists and others started printing and reporting these facts, *Subway* changed their minds about using this ingredient. Before this all the public heard about was how fresh the bread is since *Subway* bakes it fresh every day. The public believed *Subway* until the company was proven wrong.

The article about framing scientific data to the public discusses this very well and how people will ignore facts if they don't align or coincided with their our frames or perspectives. It also points out not to pick a fight but rather over solutions or alternatives (adaptation) to the issues. By using the techniques in this article, resistant audience members may slowly adopt some of the solutions afford as long as the frames used emotionally impact the audience—health, income, or home.

## **Audience Beliefs and Values:**

### **What are the users' goals?**

*Life Goals:* (Who do users want to be?)

The users want to be healthy and enjoy food.

*End Goals:* (What do users want to do?)

The users want to satisfy their curiosity; explore products for sale; learn about organic farming and sustainable gardening practices; learn about the farm's history, its location, and operating hours; find recipes; and/or make a purchase.

*Experience Goals:* (How do users want to feel?)

The users want to feel healthy and connected to the natural world.

Five behavioral variables:

1. Activities

I eat healthy.

I like to eat vegetables with each meal of the day.

I like to eat at farm-to-table restaurants in Little Rock like Trio's, The Root, and Table 28.

2. Attitudes

I would rather buy local farm fresh foods than anything at the grocery store.

3. Aptitudes

I am environmentally conscious.

I am frugal.

4. Motivation

I want to live a sustainable lifestyle.

I want to be in control.

I want to see my produce before buying it.

I want to buy good fresh farm-raised products at fair prices.

I want to learn about sustainable gardening practices.

5. Skills

I enjoy learning, being challenged, and implementing what I learn into my lifestyle.

## **Audience Knowledge and Needs**

The audience may have some understanding of organic farming, farmers' markets, and local food networks. The audience may have some understanding of nutrition, exercise and other wellness topics. The audience may have some understanding of a particular medical condition (e.g. diabetes, heart disease). The audience may have some understanding of complications associated with the use of and exposure to chemicals such as pesticides.

The audience may be seeking nutritious and healing sources of food, local sources of food, and organic food. The audience may be seeking access to these foods on a regular basis and may be seeking a way to pre-order or to know what foods will be available in the near future.

Others may be valued based on the treatment of the land and animals. They may want to visit the farm and see how or just learn about the techniques used in the cultivation produce and care in raising the animals.

People not concern with the topics mentioned above need to be encouraged to look at the perspective so they might be educated to the dangers of processed foods and the benefits of the natural/organic foods.

I feel that healthy food is a need for all humans and that it should be available at a fair price. I also feel that it is every human's God-given right to grow their own healthy foods without governments or others imposing on them.

## **Audience Attitudes Concerning Sustainability**

Buying local organic food often takes more effort on the part of the consumer than buying other products. In some cases, consumers may pay a higher cost for an organic product. However, consumers willingly choose to buy local organic food in part because they value sustainable environmental practices and healthy lifestyles enough to live by them. They may see living a sustainable lifestyle as a responsibility, a duty, a contribution to society or an escape from mainstream society.

## **Audience Flash Points and Motivators**

The point when the audience starts feeling better and healthier. By experiencing the farm-to-table cycle audience members stay away from processed foods. Audience members need to be in control of eating and purchasing decisions. Audience members experience the satisfaction of supporting a local organic farmer and paying a fair market price.

## **Audience's Linguistic Code**

All tips and articles on the website will be understandable in the culture for which it is intended (the Central Arkansas Region).

## **Strategies**

### **For Reaching and Engaging Audience**

Using the Harris Family Farm public facing website as the foundation of the farm's online presence, advertising the website name and farm name will be by friends/family and network connections like Facebook, LinkedIn, and Twitter. Bulletin boards in communities with farmers' markets as well as around the UALR campus and other locations will also provide a way to spread the word.

### **For Building Ethos and Authority**

The website can include photos and brief stories/descriptions about the products being grown and of the history of the farm property. The website could also include statements related to the authority of the farm and family; (topics are outlined in the bullets below). Knowing the background of the family and farm, the audience will have a better understanding of our creditability. Additionally, I can personally talk about finding out I have diabetes in January of 2009 and the benefits of a lifestyle change to lower my blood sugar levels and get on the road to a healthier/happier life.

- **Organic farming and fisheries knowledge**

John Hogue is a retired Arkansas Game and Fish Commission fisheries biologist, with 30+ years of experience in caring for and managing wildlife; tracking fish populations; creating breeding projects to restore healthy fish populations; restoring and protecting natural habitats along streams, rivers, and lakes; and creating public access areas. He farmed organically with his parents as a child and has been actively working with animals, fish, and plants his entire life. Since returning to the Bryant farm in 1981, he has been raising chickens, turkeys, bees, and growing a variety of plants. John is an expert in organic farming methods.

Jason Hogue spent much of his childhood alongside his father learning to care for and manage natural habitats, fish and wildlife, and learning to grow plants and raise farm animals. Much like John's experience, Jason was raised on the family farm in an environment saturated in biology and organic farming. In addition to being an expert in traditional organic farming methods, Jason is knowledgeable about innovative aquaponic and hydroponic forms of organic farming.



- **Food preservation knowledge**

John, Jason, and Judy Hogue are knowledgeable about how to handle and store harvested crops to prevent decay. Judy, is also an expert in canning methods.

- **The farm**

The Harris Family Farm property has been an organic family farm for four generations, beginning with Mammie Ethel Harris approximately 124 years ago. The farm property currently encompasses approximately 15 acres, including one dwelling, one metal/woodworking shop, two large storage buildings, two small storage buildings and three greenhouses. The property also includes a pond suitable for fish habitat. Harris Family Farm currently supplies products to *The Root* restaurant and *Kent Walker Cheeses* of Little Rock.

### **For Educating and Persuading Audience**

Although the website and business is concerned with providing organic foods to the public, it also wants to offer class and educational information to the public. This information will be on the sustainable practices the farm uses or new techniques others have developed. Classes on certain parts of the farm's activities will be offered to assist others in developing their own garden or farm.

Persuading audience to buy organic foods and other safe, non-processed foods will be more in the network of friends, family, customers, other farmers, and business. I see this part as a very personal phrase. Trying to change a person or family habits is very hard and not easily understood. It deals with their family/community culture, economic status, daily routines, religious preference, and much more. That is why persuading the audience face to face is the best way I believe.