

Cultivando AgriCultura: Representing the Underrepresented

Agriculture is intertwined with **culture**. The Latinx community and other marginalized groups face unique challenges in agriculture (Horst & Marion, 2019).

Personal narratives offer a lens into individual experiences, enhancing our understanding of agricultural culture (Sztukowski-Crowley & Funk, 2020).

Podcasts can bridge global audiences and share personal stories, making it a suitable medium for this project (Swiatek, 2018; Llinares et al., 2018).

Need for Idea

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- 1. Concept Development:** Brainstorming the name and incorporating a bilingual format in Spanish and English.
- 2. Logo and Branding:** Designing a cohesive brand identity.
- 3. Website Development:** Building a user-friendly site with details.
- 4. Social Media Setup:** Establishing an Instagram page to share and connect.
- 5. Content Creation:** Planning, recording, and editing episodes on a schedule.
- 6. Distribution:** Uploading episodes for seamless distribution to Spotify and other directories.

How it Works

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Six episodes of Cultivando AgriCultura have been published, ranging from 20 minutes to 1.5 hours.

Each episode highlights **resilience, community, and cultural identity** for marginalized voices in agriculture, addressing systemic barriers faced by people of color.

Feedback suggests the podcast has **inspired** listeners to overcome challenges and **build supportive communities**, contributing to a more inclusive and diverse agricultural sector.

Results to Date

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Explore **more stories**, invite **new guests**, and **refine episode length**.

Analyze **listener data** and implementing a **consistent intro/outro** to improve.

Enhance marketing through **SEO strategies** is also a focus.

For others pursuing similar projects, it's important to **prioritize authenticity** and **inclusivity** with guests, **build community** through social media, and **leverage bilingual capabilities** to broaden reach.

Plans & Advice

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Costs associated with this innovation are:

- **\$4.99/month** for the RSS website
- **\$12.99/month** for Canva Premium for web design and social media posts
- Audio equipment was provided by the department for free.

The podcast was created as a graduate internship by two students, with one managing marketing and the other focusing on communication. Both were **bilingual**, which was a key resource for producing the podcast.

Cost/Resources

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Cultivando AgriCultura aims to spotlight diverse stories of people of color in agriculture, college students and young adults to pursue agricultural careers despite systemic barriers.



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