

Plot by Plot: Creating an Educational Framework for the Various Urban Growers in the DC-Maryland-Virginia Region

Background

- Need for alternatives for resilient food system
- Urban-Rural Continuum Effect
- Increasing populations & population densities in the DMV
- Improving human & environmental health

Research Problem

- Urban agriculture is seen as rural agriculture in a city, not its own form of food production with unique needs and barriers
- Research and resources is about growing in an urban setting, not about the types of agriculturalists
- Lack of tailored technical assistance

Methodology

Sequential Exploratory Mixed Methods (qualitative work that is the basis for quantitative work)

- Phase 1- Ground truthing with experts (3) to aid in development of interview questions & Interviews with urban agriculturalists of a smaller sample size (15-30)
- Phase 2- Survey urban agriculturalists of a larger sample size (150-300)
- Phase 3- Data analysis and grouping formations
- Phase 4- Educational material formation and suggestions

Conceptual Framework



Figure 1. Farmer Archetypes.

Figure adapted from concepts by Campbell, J., Riggs, A. N., & Montgomery, D. (2023). Using Urban Farmer Perceptions of Urban Agricultural Resources to Inform Extension Programming: A Q Methodology Study. *New Prairie Press*. <https://newprairiepress.org/jac/vol107/iss2/6/>

Figure 2. Operational Typologies.

Figure adapted from concepts by Jansma, J. E., Veen, E. J., & Müller, D. (2024). Beyond urban farm and community garden, a new typology of urban and peri-urban agriculture in Europe. *Urban Agriculture & Regional Food Systems*, 9(1), e20056. <https://doi.org/10.1002/uar2.20056>

Archetypes & Typologies

- **The Visionary:** Sees urban agriculture as a way to enhance biodiversity for all aspects of environmental health
- **The Business-Minded:** Sees urban agriculture as a means of production and income, while being able to play in the local market
- **The Learner:** See urban agriculture as a novice approach to growing and is often new to growing and agriculture in general
- **The Urban Farm:** A high acreage, commercial producing operation leady generally by a farmer
- **The Community Park:** A low to medium acreage, public space that serves to local community agricultural, environmentally, and socially, often operated by said locals
- **The DIY Garden/Farm:** A plot/allotment-based approach to farmer that focuses on the individual grower's needs
- **The Zero Acreage Farm:** Extremely low acreage space & resource effective operations of all types
- **The Community Garden:** A low to medium acreage, restricted space to serve the immediate community with agricultural and social benefits
- **The Social Farm:** An urban farming operation with a farming focus for human health (physical, mental, and emotional)

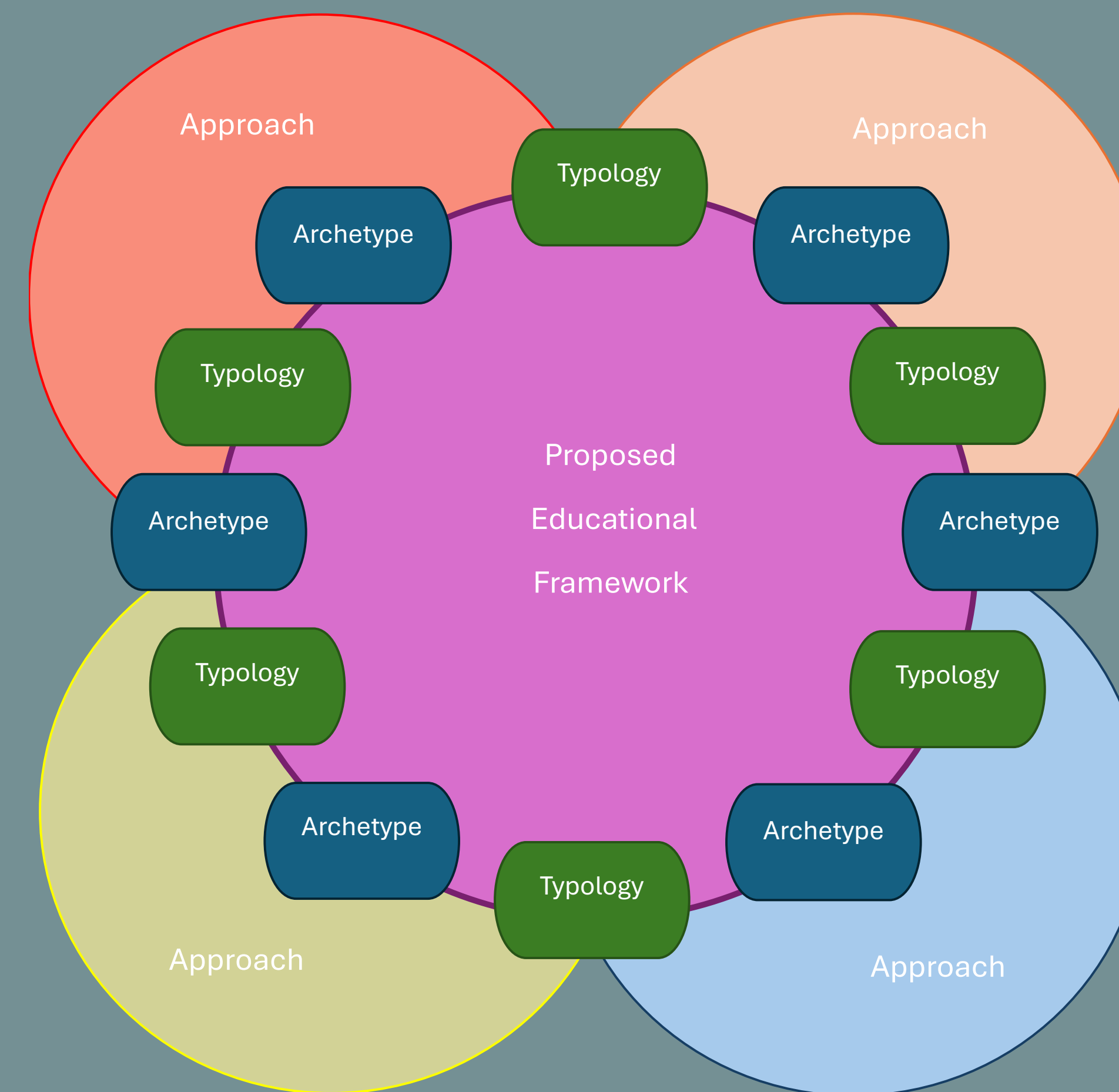


Figure 3. Proposed Educational Guiding System, combining works from (Campbell et al. 2023) and (Jansma et al. 2024).

Preliminary Results

- Subdivision of the "Visionary Archetype", or complete new 4th archetype that encompasses community and agroecology
- Urban agriculture seen as a "third space", especially in highly urbanized areas, like DC or Baltimore, MD
- Food access security, along with food and wellness education are higher priorities than access niche markets and profitability
- Entrepreneurial individuals who would fit the "The Business-Mind" archetype well, especially in Baltimore, MD

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