Project Team: Design Rats

Kelly Swain, Lauren Harris and Christopher Moriarty

ELEVATING FINANCIAL CAPABILITY FOR ALL
Modernizing Central Florida's Economy of Agriculture

Kelly A. Swain, Lauren K. Harris, and Christopher J. Moriarty

Image by Hans Braxmeier from Pixabay
Introduction

Topic

- Urban Development and Agriculture in Central Florida: The Impact of Land Use, Real Estate, Urban Sprawl and More on Agribusiness

Bold Statement

- Agribusiness in Central Florida must evolve to include 21st century agricultural solutions to sustain the industry’s future economic impact.
Importance of Agriculture in Florida

- Second most profitable industry behind tourism
- Types of Ag in Florida
  - Crops: Oranges, Tomatoes, Bell Peppers, Sugarcane, Strawberries
  - Livestock: Cattle, Bees, Poultry, Dairy
Areas of Interest

Development
- Urban Development
- Urban Sprawl
- Land Cost

Legislation
- Zoning Laws
- NAFTA (and USMCA)

Education
- FFA and 4-H
- Public Awareness
“Absolutely more could be done to help advocate for [agricultural education] programs and the [agribusiness] industry. I think people understand that [agriculture is] here, but they don’t understand the depth of it.”

-Jacki Stough, Livestock Director for the Central Florida Fair
Problem and Related Solution

- Lack of farmland/food access
  - Loss of land and rise of food price

- Urban Farming
  - Urban and Micro farming techniques

- Cooperation of Cities
  - Provided greenspaces and investment

- Lack of public awareness
  - People are not involved and aware

- Common Media
  - Ag presented in a common, normal way

- Newspapers, Radio, TV News
  - Sympathetic consumer-related statistics

- Lack of general education
  - Youth are not informed

- Change in schooling
  - Incorporation of general classes in schools

- Classes made common
  - Non-specialized curriculum
“If everybody had that basic knowledge [about agriculture], you would see... different regulation, policies, legislation... everything wouldn’t be perfect... but it would be how it needs to be."

-Cole Hanson, former FL State FFA Officer

Desired Outcomes
Thank you for your time
We hope you learned something new today!
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