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9-20-2022

Fuzzy Cognitive Mapping Analysis: Farmer 2

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Recommended Citation

Minton, Natalie and Delta Food System Partnership, "Fuzzy Cognitive Mapping Analysis: Farmer 2" (2022). *Food Systems*. 2.

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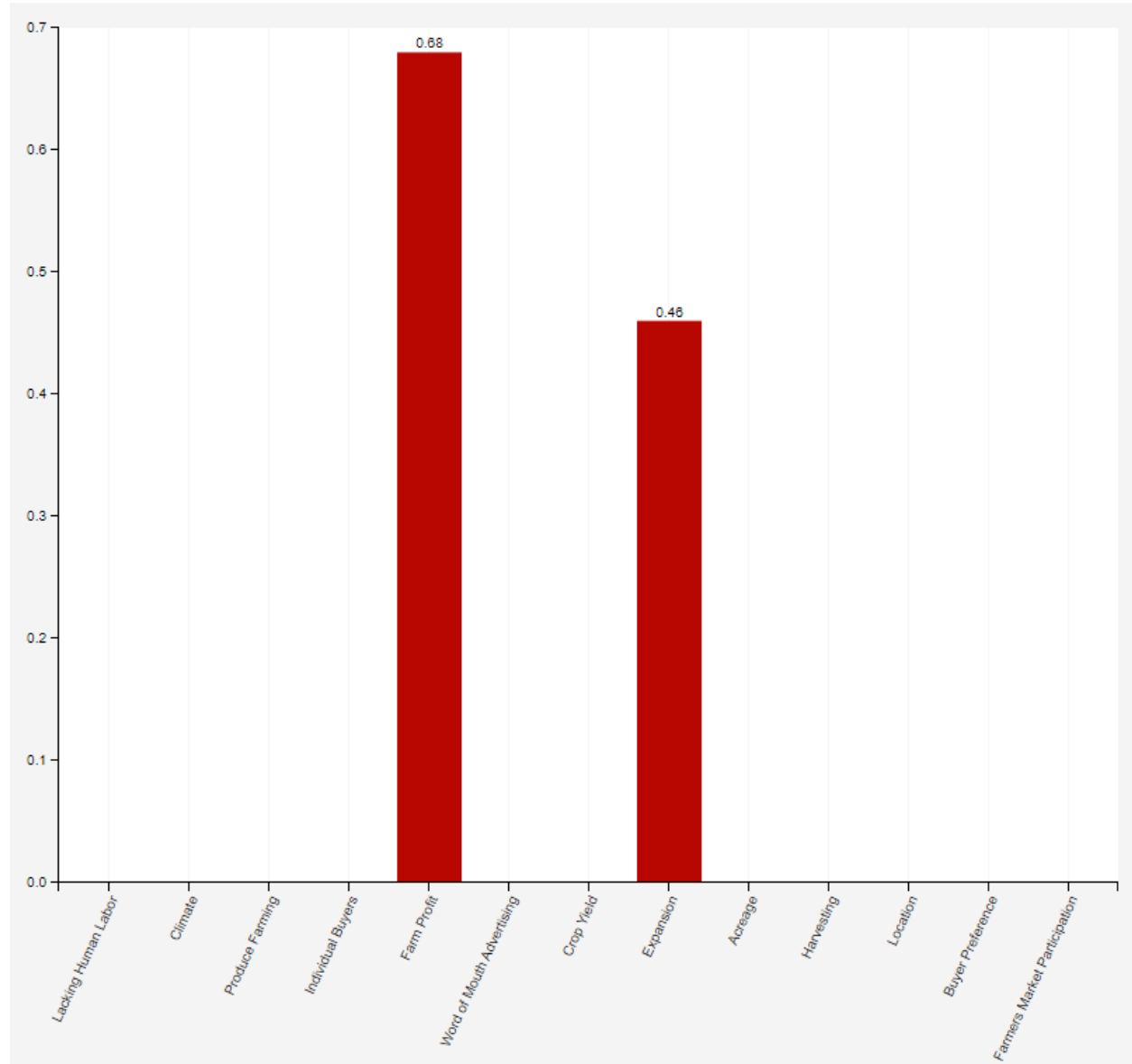
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Fuzzy Cognitive Mapping Analysis Farmer 2

Introduction

Based on the previous interview and FCM analysis, the following suggestions are the most effective pathway for Farmer 2 to expand current vegetable production: double social media/online presence and hire one full-time employee.

Double Social Media + Online Presence

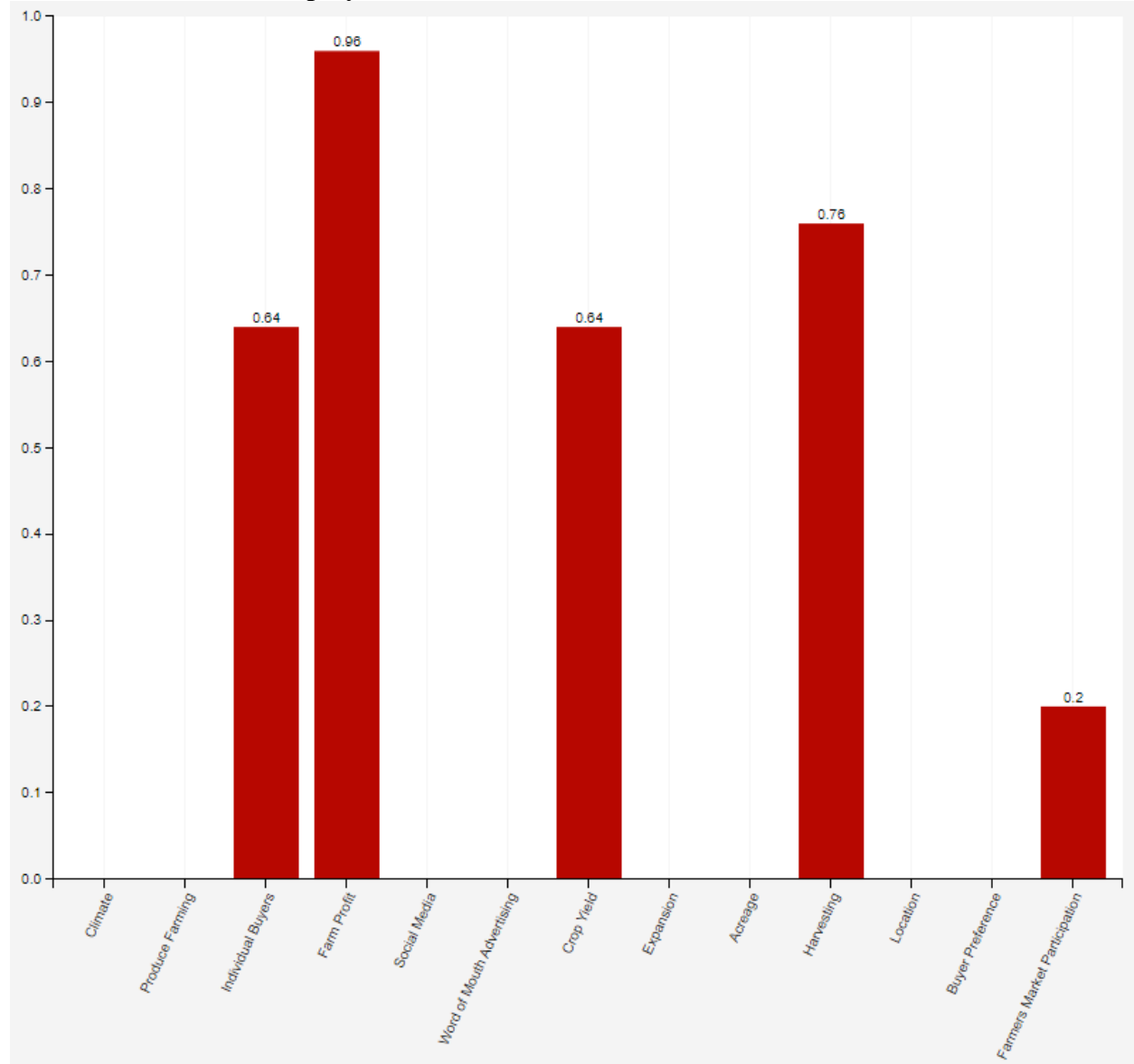


If Farmer 2 doubled their social media or online presence, two variables are significantly affected:

- Profit will likely increase almost 70%.
- Expansion will likely increase over 45%.

Expanding Farmer 2’s online presence into other social media platforms or investing more time into reaching more buyers on current platforms will likely increase farm profit and the ability to expand vegetable farm production.

Hire One Full-Time Employee



If Farmer 2 hires one full-time employee, five variables are significantly affected:

- Profit will likely increase over 95%.
- Crop Yield will likely increase over 60%.

- Individual Buyers will likely increase over 60%.
- Harvesting ability will likely increase over 75%.
- Farmers Market Participation will likely increase 20%.

Hiring one additional full-time employee will likely improve Farmer 2's crop yield and ability to harvest; therefore, allowing for more produce sales to individual buyers and at farmers markets and increasing farm profit.

Conclusion

Farmer 2's production has recently expanded and currently is in good position to maintain their successful standing. Using these suggestions is not necessary, but provides Farmer 2 with a launching position to expand into a variety of vegetable production.