

FY 2005/06 Outreach Projects



Community Outreach and Assistance Partnership Program

U.S. DEPARTMENT OF AGRICULTURE
Risk Management Agency



**Risk Management Agency
Community Outreach and Assistance Partnership Program**

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Connecticut, Delaware, Maine,
Maryland, Massachusetts, New Hampshire,
New Jersey, New York, North Carolina,
Pennsylvania, Rhode Island, Vermont,
Virginia, West Virginia

Springfield Regional Office

Illinois, Indiana, Michigan, Ohio

Valdosta Regional Office

Alabama, Florida, Georgia, Puerto Rico,
South Carolina

St. Paul Regional Office

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Western Region – States Serviced

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Montana, North Dakota, South Dakota
Wyoming

Davis Regional Office

Arizona, California, Hawaii, Nevada,
Utah

Oklahoma City Regional Office

New Mexico, Oklahoma, Texas

Topeka Regional Office

Colorado, Kansas, Missouri, Nebraska

Spokane Regional Office

Alaska, Idaho, Oregon, Washington

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**Risk Management Agency
Civil Rights & Community Outreach
FY 2005 Project Directory**

PAGE NO.	PROJECT NAME	PROJECT RECIPIENT	PROJECT DIRECTOR
1	Risk Management Delivery to Underserved Producers	African American Family Farmers, Inc. 331 Milledgeville Rd. Eatonton, GA 31024	Melvin Bishop 706-485-0004 mbishop@aaffi.org
	Advancing Outreach and Assistance for the Utilization of Risk Management Strategies by Traditionally Underserved Farmers	Agriculture and Land Based Training Association (ALBA) P.O. Box 6264 Salinas, CA 93912	Brett Melone 831-758-1469 brett@albafarmers.org www.albafarmers.org
3	North-Alabama Risk Management Education Program for Limited Resource and Underserved Agricultural Producers	Alabama A&M University P.O. Box 700 Normal, AL 35762	Dr. Duncan M. Chembezi 256-372-4970 duncan.chembezi@email.aamu.edu
6	Appalachian Grown: Risk Management Opportunities Through Local Food Campaign Marketing Initiatives	Appalachian Sustainable Agriculture Project 729 Haywood Rd., Suite 3 Asheville, NC 28806	Charlie Jackson 828-236-1282 Charlie@asapconnections.org www.BuyAppalachian.org www.asapconnections.org
	2005 California Small Farm Conference – Traditions and Innovations in a Changing World	California Farm Conference 200 B Street, Suite F Davis, CA 95616-4168	Gail Myers 415-359-7825 gpmyers@farmtogrow.com
7	Continued Risk Management Training for Immigrant Farmers in Maine	Coastal Enterprises, Inc. 35 Water St. P.O. Box 268 Wiscasset, ME 04578	Jim Hanna 207-777-5131 jimhanna@maine.rr.com
9	Supporting Limited Resource Farmers Through Innovative Partnerships and Policies	Community Food Security Coalition 620 Venice Blvd Venice, CA 90291	Raquel Luz Bournhonesque, MPH 310-822-5410 raquel@foodsecurity.org www.foodsecurity.org
11	Helping Women Farmers Manage Risks on Western Massachusetts Farms	Community Involved in Sustaining Agriculture 1 Sugarloaf Street South Deerfield, MA 01373	Margaret Christie 413-665-7100 margaret@buylocalfood.com
	The New Entry Sustainable Farming Project: Risk Management Outreach, Training and Technical Assistance	Community Teamwork, Inc. 167 Dutton St. Lowell, MA 01852	Dr. Hugh Joseph 617-636-3788 hughjoseph@comcast.net
12	Meat Goats: Alternative Livestock Production as a Tool for Risk Management	Concentric Management Applications P.O. Box 6142 High Point, NC 27262	Renita Carter Page 276-632-2624 CMA4Success@earthlink.net

**Risk Management Agency
Civil Rights & Community Outreach
FY 2005 Project Directory**

PAGE NO.	PROJECT NAME	PROJECT RECIPIENT	PROJECT DIRECTOR
	Sheep is Life Outreach and Education Partnership	Dina be lina, Inc. PO Box 683 Windor Rock, AZ 86515	Roy Kady 928-729-2037 roykady@navajolifeway.org
	Southwest Marketing Network: Expanding Markets for Limited Resource, Socially Disadvantaged and Traditionally Underserved Farmers and Ranchers in the Southwest	Farm to Table 3900 Paseo del Sol Santa Fe, NM 87507	Pamela Roy 505-473-1004 pamelaroy@aol.com
14	Emerging Risks for Agricultural Producers III: A Collaborative Approach to Meeting the Legal Risk Management Needs of Small, Limited Resource & Underserved African-American Farmers in the Southeastern United States	Federation of Southern Cooperatives/Land Assistance Fund 2769 Church St. East Point, GA 30344	Edward "Jerry" Pennick 404-765-0991 lafund@mindspring.com
16	Self-Assessment for Production, Environmental and Other Risks	Food Alliance 1829 NE Alberta, Ste. 5 Portland, OR 97211	Heather Saam 503-493-1066 Heather@FoodAlliance.org
18	Risk Management Opportunities for American Indian Livestock Producers, A Curriculum for Future Success	Fort Peck Community College PO Box 398 Poplar, MT 59255	Chris Martinez 406-768-6321 cmartinez@fpcc.edu
20	Transitioning to Specialty Crops and Value Added Enterprises: Risk Management Outreach to Underserved Farmers in the Mid-Atlantic Region	Future Harvest – A Chesapeake Alliance for Sustainable Agriculture P.O. Box 337 106 Market Court Stevensville, MD 21666	Mark Davis 410-549-7878 fhcasa@verizon.net
21	Mentoring and Outreach to Under-Served Organic Specialty Crop and Livestock Producers	Georgia Organics P.O. Box 8924 Atlanta, GA 31106	Karen S. Adler 404-633-4534 karen@georgiaorganics.org
24	Women in Agriculture and Small Business Conference and Resource Center	Great Plains RC&D Area Association 1505 N. Glenn English Cordell, OK 73632	Larry Wright 580-832-3661 Larry.wright@ok.usda.gov
25	New Farmer Development Project	Greenmarket/Council on the Environment, Inc. 51 Chambers St. Rm 228 New York, NY 10007	Kate Granger 212-341-2254 kgranger@greenmarket.cc

**Risk Management Agency
Civil Rights & Community Outreach
FY 2005 Project Directory**

PAGE NO.	PROJECT NAME	PROJECT RECIPIENT	PROJECT DIRECTOR
27	Developing Organic African American and New Immigrant Farmers	Growing Power, Inc. 5500 W. Silver Spring Dr. Milwaukee, WI 53218	Will Allen 414-527-1546 will@growingpower.org Erika Allen 773-324-7924 erika@growingpower.org
30	National Immigrant Farming Initiative	Heifer International P.O. Box 739 Ellensburg, WA 98926	Alison M. Cohen 718-875-0887 alison.cohen@heifer.org
32	Development of Whole Farm and Business Planning Tools for Integrated Risk Management for Latino and Native American Farmers	Heritage University 3240 Fort Road Toppenish, WA 98948	James W. Falco 509-865-8581 falco_j@heritage.edu
34	Hmong Risk Management Education Project	Hmong American Community, Inc. Small Farm Resources and Training Center 1044 Fulton Mall Room 207 Fresno, CA 93721	Dr. LoXing Kiatoukaysi 559-229-3428 kloxing@cs.com
	Improving Risk Management Through Education, Mentoring and Networks	Iowa Women in Agriculture 52653 – 160 th Street Gilbert, IA 50105	Andrea Spencer 515-233-6512 spencer2@prarieinet.net
35	Women Managing the Farm	Kansas State University 2 Fairchild Hall Manhattan, KS 66506-1103	Charles Griffin 785-532-2025 cgriffin@ksu.edu
37	Older, Minority, Women, Small and Tobacco Farmers Face Strategic Decisions, Phase 1	Kentucky Cooperative Extension Program 400 East Main Street Frankfort, KY 40601	Marion Simon 502-597-6437 marion.simon@kysu.edu
	Farm Beginnings: Reaching Out to Meet the Education and Equity Needs of Women, Land Minority Beginning Farmers	Land Stewardship Project 301 State Rd. Suite 2 Montevideo, MN 56265	Amy Bacigalupo 320-269-2105 amyb@landstewardshipproject.org
39	Partnership for Risk Management Education Outreach to Socially Disadvantaged Farmers	Langston University P.O. Box 1258 Langston, OK 73050	D. Chongo Mundende 405-466-6167 dcmundende@lunet.edu
41	Risk Management for Underserved Producers	Legal Aid of Nebraska (n/k/a Nebraska Legal Services) 500 So. 18 th St Omaha, NE 68102	Michelle Soll 402-348-3457 msoll@legalaidofnebraska.com

**Risk Management Agency
Civil Rights & Community Outreach
FY 2005 Project Directory**

PAGE NO.	PROJECT NAME	PROJECT RECIPIENT	PROJECT DIRECTOR
43	Building Urban Markets for Disadvantaged Producers	Mandela Market Place, Inc. 920 Peralta Street Oakland, CA 94607	Dana Harvey 510-436-7466 mmplace@earthlink.net
	The New Agriculture Project	Mercy Enterprise Corporation 2069 NE Hoyt Portland, OR 97232	John Haines 503-236-1580 jhaines@mercycorpsnw.org
44	Risk Management Education for Michigan's Multicultural Agricultural Producers	Michigan Integrated Food and Farming Systems (MIFFS) 1405 South Harrison Rd East Lansing, MI 48823	Morse Brown 517-432-0712 miffs@msu.edu
46	Integrated Pest Management Training – Risk Management Program Targeting Minority and Disadvantaged Specialty Crop Growers: Expanded Offerings for Blueberries	Michigan State University 801 Hazen Street Paw Paw, Michigan 49079	John Wise 269-561-5040 wisejohn@msu.edu
48	Hydroponics Enterprise Education and Training	Microfarm Sustainable Research & Education 19940 SE Webfoot Rd. Dayton, OR 97114-8828	Edward P. Bergheger 503-868-7679 Ed@MicrofarmSustainable.org
50	Bringing Risk Management Tools to Organic and Sustainable Farmers	Midwest Organic and Sustainable Education Service (MOSES) P.O. Box 339 Spring Valley, Wisconsin 54767	Faye Jones 715-772-3153 faye@mosesorganic.org www.mosesorganic.org
52	Risk Management Training and Technical Assistance to Minnesota's New Immigrant Farmers	Minnesota Food Association 14220-B Ostlund Trail North Marine on St. Croix, MN 55047	Christopher Morton 612-788-4342 cmorton@mnfoodassociation.org
54	Delta Fresh: Building Hope and Healthy Communities in the Mississippi Delta	Mississippians Engaged in Greener Agriculture 1502 Lake Street, PO Box 648 Shelby, MS 38774	Dorothy Grady-Scarborough 662-398-7044 dotscarbrough@bellsouth.net
56	Risk Management Estate Planning Education: "Planning for the Passing of Agricultural Reservation Land to Avoid Further Fractionation under the American Indian Probate Reform Act of 2004 (AIPRA)"	Montana State University Office of Grants and Contracts Bozeman, MT 59717	Dr. Marsha Goetting 406-994-5695 goetting@montana.edu

**Risk Management Agency
Civil Rights & Community Outreach
FY 2005 Project Directory**

PAGE NO.	PROJECT NAME	PROJECT RECIPIENT	PROJECT DIRECTOR
	American Minorities United in Outreach and Risk Management Education	National Tribal Development Association RR 1, Box694 Box Elder, MT 59521	Billi Morsette 406-395-4095
58	Diversity Strategies for Limited Resource Farmers and Rural Families	The North Carolina Coalition of Farm and Rural Families 351 Wagoner Dr. Suite 410 Fayetteville, NC 28303	Johnnie Jones, III 910-860-9948 nccfrf@mindspring.com
59	Expansion of Continuation of Delivery of Agricultural Risk Management Training and Outreach to Small Farmers in Florida	North-South Institute 4801 South University Drive Suite 226 Davie, FL 33324	Dr. Samuel Scott 954-434-8220 Nsied2002@aol.com
62	Tierra de Oportunidades Project (Land of Opportunities Project)	Nuestras Raices, Inc. 329 Main St. Holyoke, MA 01040	Eric Toensmeier 413-535-1789 erict@nuestras-raices.org
63	Plasticulture Using Compost-Amended Soils to Minimize Risk for Small and Limited Resource Farmers	Oklahoma Black Historical Research Project, Inc. 2800 N. Lincoln Blvd. Oklahoma City, OK 73105	Willard Tillman 405-201-6624 wtillman@oda.state.ok.us
64	Risk Management Outreach, Assessment and Technical Assistance Project for Limited Resource Immigrant Farmers	Opening Doors, Inc. 2118 K St. Sacramento, CA 95816	Ernest Leonard 916-492-2591 ern@openingdoorsinc.com
66	Certification and Compliance: Minority Farm Sales to the Food Service and Hospitality Industries	Operation Spring Plant PO Box 1759 Oxford, NC 27565	Dorathy E. Barker 252-492-7301 Osp35@aol.com
67	Meeting the Risk Management Needs of Small, Limited Resource and Minority Producers	Rural Coalition/Coalición Rural 1012 14 th Street, NW Suite 1100 Washington, DC 20005	Lorette Picciano 202-628-7160 lpicciano@ruralco.org
69	Community Outreach and Assistance Partnership Program	Rutgers State University 3 Rutgers Plaza, ASB III New Brunswick, NJ 08901	David L. Lee 856-769-0090 dlee@aesop.rutgers.edu
	Risk Management Education for Women and Limited Resource Farmers in Coastal Oregon	Shore Bank Enterprises 145 Central Ave. Coos Bay, OR 97420	Adam Zimmerman 541-266-9945 azimmerman@sbpac.com

**Risk Management Agency
Civil Rights & Community Outreach
FY 2005 Project Directory**

PAGE NO.	PROJECT NAME	PROJECT RECIPIENT	PROJECT DIRECTOR
70	Regulation Compliance Education for California Latino Farmers	Sierra Joint Community College 5000 Rocklin Rd Rocklin, CA 95677	Mary Wollesen 530-274-5263 mwollesen@sierracollege.edu
	Risk Management Training and Assistance to Minority Farmers	Small Farm Resource & Training Center 2904 N Blackstone Ave. Suite A-2 Fresno, CA 93703	Chukou Thao 559-224-1724
72	Reducing Economic Risk of Underserved Specialty Crop Producers in Central Texas Through Technical Assistance in Direct Marketing	Sustainable Food Center 1106 Clayton Ln., Ste 480W Austin, TX 78723	Andrew W. Smiley 512-236-0074 ext. 2 Andrew@sustainablefoodcenter.org
73	Managing Risk Through Community Assets: Bringing the Best of the Past into the Future	Taos County Economic Development Corporation PO Box 1389 Taos, NM 87571	Terrie Bad Hand and Pati Martinson 505-758-8731 tcedc@tcedc.org
75	Community Outreach and Assistance to Women, Limited Resource and Other Traditionally Underserved Farmers and Landowners in Georgia	Team Agriculture Georgia Fort Valley State University 1005 State University Fort Valley, GA 31030	Will R. Getz Marc Thomas 478-825-6269 getzw@fvsu.edu
78	Frontera Agricultural Risk Management (FARM) Project	Texas/Mexico Border Coalition 208 S. Norris St. Rio Grande City, TX 78582	Omar J. Garza 956-455-5147 oig@hotmail.com
	Ethnic Farmers, Ethnic Restaurants	Thimmakkas Resource 2124 Kittredge St. #139 Berkely, CA 94704	Ritu Primlane 510-655-5566 thimmakka@thimmakka.org
	Mitigating Risk for Minority and Limited Resource Farmers Through Local Food Marketing Initiatives	Tides Center – FoodRoutes Network 209 9 th Street, 5 th Floor Pittsburgh, PA 15222	Joan Walsh 814-349-6000 joani@foodroutes.org
79	Agri-Tourism and Specialty Agri-Product Market Opportunity Enhancements for Southwest Indian Country	University of Arizona – Board of Regents PO Box 3308 Tuscon, AZ 85722-3308	Trent Teegerstrom Russell Tronstad Tauhidur Rahman 520-621-6245 jghiller@ag.arizona.edu
81	Risk Management Education and Training for Spanish Speaking Farmers and Ranchers	University of Arkansas at Fayetteville 219 Agriculture Food & Life Sciences Bldg. Fayetteville, AR 72701	Dr. Jennie Popp 479-575-2279 jhpopp@uark.edu

Risk Management Agency

**Civil Rights & Community Outreach
FY 2005 Project Directory**

PAGE NO.	PROJECT NAME	PROJECT RECIPIENT	PROJECT DIRECTOR
83	Risk Management Education for Socially Disadvantaged Farmers in Southwest and Eastern Arkansas	University of Arkansas at Pine Bluff 1200 N. University Dr. Pine Bluff, AR 71601	Henry English Precious Williams Tracy Dunbar 870-575-7246 English_h@uapb.edu
85	A Risk Management Training Program for Socially Disadvantaged Filipino and Other Southeast Asian Growers of Hawaii	University of Hawaii Office of Research Services Sakamaki Hall D200 2530 Dole St. Honolulu, HI 96822	Dr. Sabina F. Swift 808-956-9208 Sabina@hawaii.edu
88	Risk Management Outreach for Women and Limited Resource Farmers	Utah State University 1415 Old Main Hill Logan, UT 84322-1415	Ruby Ward 435-797-1659 ruby.ward@usu.edu
90	Community Outreach and Risk Management Education for Limited Resource and Under-served Farmers in Virginia	Virginia State University P. O. Box 9081 Petersburg, VA 23806	Dr. Albert E. Essel 804-524-5871 aessel@vsu.edu
93	Fair Food Farmer Outreach Project	White Dog Café Foundation 3428 Sansom St. 2nd floor Philadelphia PA 19104	Lindsay Gilmour 215-386-5211 ext. 105 Lindsay@whitedog.com



Community Outreach & Assistance Partnership Program

Melvin Bishop, Project Manager
African American Family Farmers, Inc. (AAFFI)

Target Audience:

African American, Hispanic, small and underserved minority farmers

Project Partners:

Georgia Forestry Commission
Jefferson Sun Lodge #242
NAACP, Putnam Co. Branch 5229
Ebenezer Baptist Church
Georgia Organics
Team Agriculture Georgia
Georgia Young Farmers Association
Fort Valley State University
The Learning Tree, Inc.
Georgia Department of Agriculture
Southeast Georgia Communities
SpyderWeb Technologies
Eatonton-Putnam Family Connections
Aagnet

Geographic Area Serviced:

AAFFI travels throughout the state of Georgia and to other states to access resources to share with farmers on a one to one, small group setting. AAFFI has targeted 159 counties in the state of Georgia and will continue its effort to reach other surrounding states as well.

Number of Farmers/Ranchers Served:

400 individuals through membership, workshops, conferences and individual group settings.

Project Scope:

The status of this project hinges on the growth of AAFFI and the benefits that have been made available for the farmers.

Growth of Organization & Benefits for the farmers:

Partnership & Collaborative with Risk Management, Rural Development, Farm Services Agencies, Natural Resources & Conservation, Forestry, & GA Organic in addition to other community- based businesses/organizations including churches, Hispanic and non profit groups.

AAFFI has developed a more personable relationship with farmers, other partners and related agricultural organization.



Status of Project:

The status presently is ongoing with several projects wherein AAFFI was able to reach 90 counties and several more partners have joined their organizations. AAFFI was able to reach out to the Hispanic farmer and provide information on farming in Georgia. They are utilizing new technology and friendly use of the computer. AAFFI is also encouraging use of healthy pork by natural raised pigs.

Criteria and Evaluators used to evaluate the success of the project:

The success of the project depends on the individual farmer participation and follow-up on advice and training provided. Evaluations are completed by individuals at their workshops to let them know what information and topics the farmers and prospective farmers are most interested in learning about in future workshops and conferences. The introduction that AAFFI provides that pertains to risk management and business plans have been the most important tools for their success.



NORTH ALABAMA RISK MANAGEMENT EDUCATION PROGRAM FOR LIMITED RESOURCE AND UNDERSERVED AGRICULTURAL PRODUCERS

Duncan M. Chembezi, Ph.D., Project Manager
Alabama A&M University

Target Audience:

The project targets socially disadvantaged agricultural producers and landowners in underserved communities in North Alabama. These are producers who have traditionally not participated in federal programs nor received services/benefits offered or administered by the U.S. Department of Agriculture. The target clientele include women, American Indians, Hispanic Americans (Latinos), African-Americans, and other socially disadvantaged individuals who operate small family farms, often with limited resources. According to the Census of Agriculture, over 3,500 farms in Alabama are operated by women, 229 by American Indians, 186 by Hispanics, 30 by Asians, and nearly 1,500 by African Americans. Even though the number of farms operated by African Americans has increased by 6.2 percent since 1992, those operated by women and Hispanics have increased by 22 percent and 74 percent, respectively. Of all the minority farms in Alabama, nearly 26 percent are within this project.

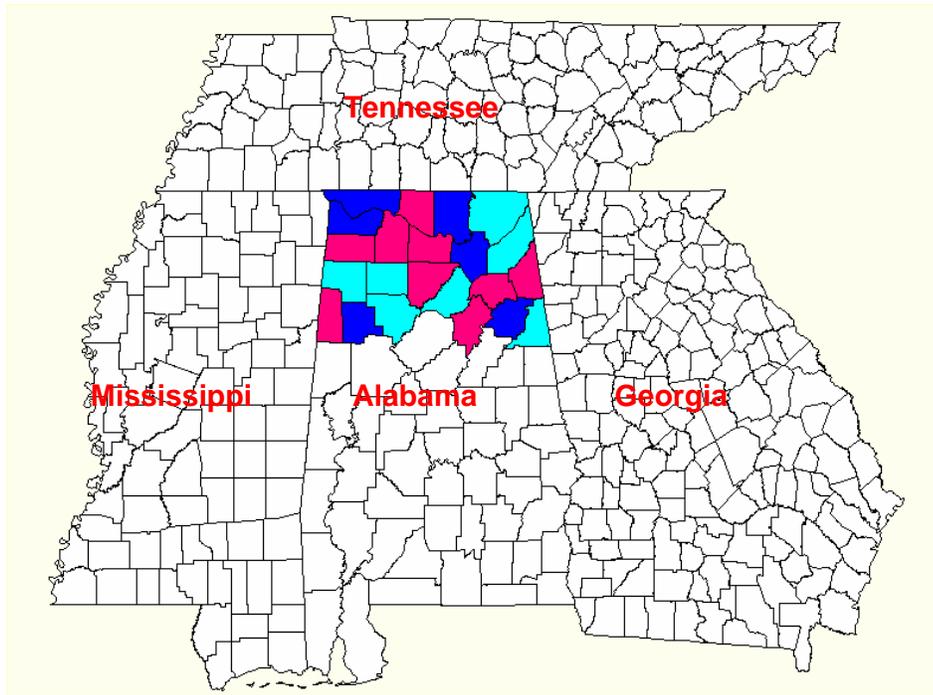
Project Partners:

USDA/Natural Resources Conservation Service
USDA/Farm Service Agency
USDA/Risk Management Agency
National Crop Insurance Service
Heifer Project International
Alabama Cooperative Extension System
State of Alabama Department of Agriculture and Industries
State of Alabama Farmers Market Authority
Alabama Meat Goat and Sheep Producers Association
Federation of Southern Cooperatives
Tri-State Rabbit Growers Association
Alabama Sustainable Agriculture Network
Northwest Alabama Small Farmers Agricultural Improvement Association



Geographic Area Served:

Figure 1: North Alabama Risk Management Education Program



North Alabama Counties Served		
Blount	Etowah	Limestone
Calhoun	Fayette	Madison
Cherokee	Franklin	Marion
Cleburne	Jackson	Marshall
Colbert	Lamar	Morgan
Cullman	Lauderdale	St. Clair
DeKalb	Lawrence	Walker



Project Scope and Status:

Knowledge and information are critical in generating high quality management and coping with risk associated with farming. Agricultural producers with access to risk management information and the knowledge to use it have the key to profitable and sustainable farm operations. The problem is that underserved producers often struggle to find and use appropriate information. Most of them experience frustrations of not being able to locate answers to specific questions, not understanding the information presented, and being overloaded with too much information to filter through to find what they need. This project builds on their existing community outreach effort. It continues to maintain an effective risk management and community outreach program, targeting women African Americans, Asians, Hispanics, American Indians, and other socially disadvantaged producers in underserved communities. The goal is to assist producers cope with risk and uncertainty in yields, prices and overall farm income. The four specific objectives are:

1. Develop specialized curriculum in farm financial risk, marketing, and human resources risk, and provide education and outreach training to producers and extension agents in Alabama;
2. Initiate a series of new training programs to strengthen community outreach, enhance risk management education, and ensure effective product delivery;
3. Continue to assemble and simplify risk management and training modules, and produce a video in Spanish to promote awareness and increase participation in crop insurance-like programs by Alabama's increasing Hispanic population; and
4. Bridge the agricultural biotechnology information gap among extension agents, opinion leaders, consumers and socially disadvantaged producers.

Table 1: Summary of Selected Project Accomplishments, October 2005 – June 2006

ITEM	OCT-DEC 2005 QUARTER	JAN-MAR 2006 QUARTER	APR-JUNE 2006 QUARTER	OCT. 2005 TO JUNE 2006
Producers currently participating in this outreach project	325	344	487	487
Minority producers identified in each of the during quarter	103	137	173	413
Number field days/demonstrations conducted during quarter	2	3	3	8
State-wide community outreach conferences conducted	1	0	1	2
Number of farmers attending state-wide outreach conference	113	N/A	129	242
Producers attending computers and computer use workshops	62	59	71	392
Inter-county group meetings/workshops/seminars conducted	6	8	5	19
Producers attending meetings/workshops/seminars/field days	317	376	334	1,027
Number of farmers currently receiving project materials	948	971	989	989
Producers attending record keeping meetings during quarter	47	52	44	143
Radio/TV programs aired (weekly programs) during quarter	24	29	32	85
Number of fact sheets developed during the quarter	3	2	4	9
Number of farmers receiving seeds for farm demonstration	8	6	13	27
Websites (http://www.aamu.edu/smallfarmers/)	1	1	1	1
NUMBER OF INDIVIDUALS REACHED	948	971	989	989

1). A participant is a producer regularly receiving advice/information from this project. 2). Reached individuals include all producers and extension agents on our mailing list. 3). Reached individuals may include those not involved in production agriculture. 4). Minority farmers identified are mostly African-Americans, American Indians and Hispanics.

Source: Small Farms Research Center, RME Quarterly Progress Reports, 2005 and 2006



Appalachian Grown: Risk Management Through Local Food Campaign Initiatives

**Charlie Jackson, Project Manager
Appalachian Sustainable Agriculture Project (ASAP)**

Target Audience:

Women, limited resource, socially disadvantaged and underserved producers

Project Partners:

Risk Management Agency
Blue Ridge Women in Agriculture

Geographic Area Served: Western North Carolina

Number of Farmers/Ranchers Served: 500

Project Scope:

1. Hold the ASAP Marketing Opportunities for Farmers Conference directed toward limited resource farmers and develop and distribute 200 Risk Management Marketing Opportunities Tool Kits.
2. Expanding farm to school market opportunities targeting low-resource, socially disadvantaged, and women farmers in WNC.
3. Expand market opportunities to limited resource farmers direct selling at the regions more than three dozen farmers' tailgate markets and hold a one-day training for market managers.
4. Outreach, develop, publish, and distribute 70,000 Local Food Guides.

Status of Project:

1. 2005 Marketing Conference held on 02/25/06 with over 250 participants, 20 work shops, and 250 tool kit created and distributed.
2. Farm to School website created at www.Growing-Minds.org, meet the farmer events held at area schools, promotional materials developed and distributed, half-day workshop planned for September with Blue Ridge Women in Agriculture.
3. Steering Committee developed for large market, farmers market toolkit made available on website with over 1000 visits, Market Manager Training held with 35 participant and toolkits delivered to participants, area tailgate markets promoted and the growers market group strengthened and expanded.
4. Printed 50,000 Local Food Guides, 30,000 more to be done on September 1, 2006. Distributed at over 250 locations with over 200 producers listed.

Criteria and Evaluators used to evaluate the success of the project:

Participant evaluations from the Marketing Conference and Market Manager training were collected and evaluated by ASAP staff. Number of participating producers documented. Number of toolkits documented.



Continued Risk Management Training for Immigrant Farmers in Maine

**Jim Hanna, Project Manager
Coastal Enterprises, Inc.**

Target Audience:

Recently resettled African and Asian refugee farmers and Latino farm workers, though outreach to all immigrant farmers is conducted

Project Partners:

USDA RMA
CEI's Farms for the Future and StartSmart Business Development Programs
University of Maine Cooperative Extension (UMCE)
Maine Organic Farmers and Gardeners Association (MOFGA)
USDA Farm Service Agency
Heifer International
United Somali Women of Maine, Bantu Interpreting Services
Packard-Littlefield Farm

Geographic Area Served: Greater Lewiston and Portland, Maine

Number of Farmers/Ranchers Served: 40

Project Scope:

The project is a community-based initiative with multiple collaborators including some of the most socially disadvantaged farmers in the United States. It assists new arrivals to the U.S. who want to farm here to manage the risks required to establish a successful farm enterprise. The goal of the project is to develop and provide information, training and tools to recent immigrant farmers that will assist them to build successful farm operations that are consistent with their cultural and lifestyle aspirations and that strengthen Maine and U.S. agriculture as a whole. Participating farmers are well informed of the many risk management solutions available to assist their work. This includes financial management, crop insurance, marketing contracts, and other existing and emerging risk management tools.

Status of Project: Ongoing

Criteria and Evaluators used to evaluate the success of the project:

- farmers who own or operate farms
- farmers who are operating a farm enterprise
- amount of gross and net income generated
- farmers who have farm plans
- farmers participating in some aspect of farmer training
- measure effectiveness/usefulness of farm training
- measure training resources created in support of farmers (quantity and quality)



- number of farmers who begin and who stay with the process, paying particular attention to the stages at which people may choose to leave the process
- measure leadership development of immigrants farmers (mentorship relationships)
documentation of knowledge shared
- culturally appropriate participatory evaluation models
- measure relationship building
- establishment and preservation of support infrastructure and its use and viability
- amount of food produced
- establishment and number of participants at farmers market, including volume and variety of food available will be calculated.
- measure increased access to the fresh and culturally appropriate foods by immigrant and low-income population
- number of new products identified and number determined for viability in Maine farming conditions

The project just began the process of working with the Carsey Institute at the University of New Hampshire to evaluate the project.



Supporting Limited Resource Farmers Through Innovative Partnerships and Policies

**Raquel Bournhonesque, Project Manager
Community Food Security Coalition**

Target Audience:

Food Policy Council (FPC) members, coordinators, and those that may be interested in FPC work, as well as limited resource producers including women, people of color, immigrant, and other socially disadvantaged farmers

Project Partners:

Women, Food, and Agriculture Network
National Hmong American Farmer Association
Rural Coalition
National Immigrant farming Initiative (Heifer International)
Community to Community

Geographic Area: Nationwide

Number of Farmers/Ranchers Served: 40

Project Scope:

- a. Increase networking and information-sharing opportunities among existing and emerging food policy councils.
- b. Expand linkages between food policy councils and limited resource producers and the organizations that represent them.
- c. Increase the effectiveness of existing and emerging food policy councils through technical assistance.
- d. Identify and promote model policies and best practices for food policy councils to build markets for limited resource producers.

Status of Project:

Near completion of goals & objectives for the 2005-2006 fiscal year:

- | . Developed a comprehensive national list of existing and emerging Food Policy Councils (FPCs). ← - - - Formatted: Bullets and Numbering
- | . Developed a survey to gauge specific technical assistance interests and needs on a variety of issues including several questions regarding participation of limited resource producers. Received input from almost 30 FPCs through the survey, and analyzed data, and compiled results, and disseminated results through email to all FPCs.
- | . Conducted phone, email outreach to 35 FPCs, and conducted one-on-one site visits with almost ten new and current. Formatted: Bullets and Numbering
- | . Held three quarterly conference calls with 35-40 participants (each call) to discuss issues relevant to FPCs and limited resource producers.
- | . Developed relationships with organizations supporting LRPs to make activities and objectives more applicable to LRPs. Formatted: Bullets and Numbering



- Conducted personal outreach to almost ten farm-related groups that are interested in linking better with policy and food policy councils.
- Developed FPC related workshop proposals for a variety of conferences including Community Food Security Coalition's annual conference.

Criteria & Evaluators used to evaluate the success of the project:

- Groups will report an increase in understanding of FPCs and interest in developing or participating in one (80% will agree).
- FPCs will find support and TA useful and tailored to their needs (90% of emerging FPCs.)
- Groups find survey simple and are assisted better because of it (90% agree.)
- Participation on quarterly conference calls (30 people).
- FPCs will learn more about 4 specific topics thru conference calls (90% will agree.)
- Provide quality assistance to 10 FPCs (90% will agree).
- 15 farm groups are contacted and discussions are held about opportunities to link with FPCs (90% will agree).



Helping Women Farmers Manage Risks on Western Massachusetts Farms

**Margaret Christie, Program Director
Community Involved in Sustaining Agriculture (CISA)**

Target Audience:

Women

Project Partners:

University of Massachusetts Extension
Berkshire Grown
The Women's Fund of Western Massachusetts

Geographic Area Served: Western Massachusetts

Number of Farmers/Ranchers Served: 290

Project Scope:

CISA's Women in Agriculture Network provides information, technical assistance, networking opportunities, and support to the growing number of women farmers in western Massachusetts. Participants include beginning and very experienced farmers, farm apprentices, full-time and part-time farmers, livestock, vegetable, fruit, honey, and maple syrup producers. Regular network meetings include formal presentations by farmers and other experts, as well as time for networking and information sharing. In addition, workshops on specific topics are scheduled in response to the interests of participants and other farmers. This year, topics have included Holistic Management and Renewable Energy on the Farm. Participants have found that the technical information provided at meetings and workshops, the ideas and inspiration gained through networking, and the support received through conversation with others engaged in similar endeavors are all valuable benefits.

Status of Project: Active

Criteria and Evaluators used to evaluate the success of the project:

This project is evaluated on the basis of its usefulness to farmers: do project activities provide information that helps farmers build successful, profitable businesses while maintaining a satisfying quality of life? CISA evaluates project activities through participant surveys, interviews, anecdotal responses, and measures of participation (i.e. turnout).



Meat Goats: Alternative Livestock Production as a Tool for Risk Management

**Renita Carter Page, Project Director
Concentric Management Applications (CMA)**

Target Audience:

Socially disadvantaged, limited-resource, and under-served producers. CMA provided services to a diverse group of at risk producers. These groups have included: women, Asian Americans, African Americans, Hispanic Americans, and Native Americans, all of whom can be classified as at risk producers. An at risk producer is a producer with little or no room to absorb shock and/or loss on his/her farm enterprise. Consequently, with any loss, there is the greater risk for irreversible financial damage. Therefore, the need for risk mitigating strategies is most urgent for their sustainability.

Project Partners:

Mississippi Action for Community Education
HandiCapable
Oklahoma Black Historical Research Project
The Alliance for Language Learning
North Carolina A&T State University

Geographic Area Served: United States

Number of Farmers/Ranchers Served: 450

Project Scope:

The meat goat and goat meat industries hold much promise for producer groups. First, meat goat production is particularly well suited as an example of farm diversification for limited resource farmers in part because the production of goats is relatively easy in comparison to other livestock, and that goats are less labor intensive and require a minimal capital investment in comparison to pork, poultry and beef. Second, goat meat continues to be the fastest growing emerging domestic meat market. Data consistently points to an inadequate supply to meet current market demand for goat meat and goat meat products. However, species specific training must be made available to farmers so that they may learn correct husbandry techniques and methods and thereby, benefit from the industries.

Consequently, within the scope of this project, CMA introduced producers to the benefits of farm enterprise diversification by means of the introduction of alternative livestock production: most specifically meat goat production. They also introduced information that promotes the implementation of sound farm business and risk management strategies. They informed their audience of options for access to markets for goat meat and goat meat products

Correct production practices are a function of risk management. Any animal that is killed, dies, or must be disposed of, or an animal that brings lower market price as the result of improper or inadequate production practices, results in a loss in farm productivity and financial viability. Therefore, a major



focus of this project has been advanced animal husbandry education with emphasis on the implementation of species specific production practices.

Is there a market for the commodity that I am interested in producing? What are the specific demands of the market for this commodity? Where are the markets for this product? These and other in depth questions are reviewed with producers do that they gain and understand specific information regarding the potential of the meat goat and goat meat markets. Exercises are presented to farmers and they are walked through demonstrations of the process of determining the feasibility of their accessing those markets will be presented. A look at the controllable and non-controllable market risks also reviewed.

Criteria and Evaluators used to evaluate the success of the project:

1. increased implementation of risk management and operational procedures for small farm enterprises that help improve financial performance
2. increased producer knowledge of meat goat husbandry and health
3. increased numbers of producers from our targeted audience engaged in meat goat production.

Additional indicators include determining that producers:

1. adhere to recommended practices
2. maintain accurate and up to date records
3. participate in follow up and support activities.



Emerging Risks for Agricultural Producers III: A Collaborative Approach to Meeting the Legal Risk Management Needs of Small, Limited Resource & Underserved African-American Farmers in the Southeastern United States

**Edward “Jerry” Pennick, Project Manager
Federation of Southern Cooperatives/Land Assistance Fund**

Target Audience:

African-American producers who own their land, and women

Project Partners:

Southern University Law Center is our primary project partner, however, we have many project collaborators who have assisted us in making this project a success:

- Alabama: Tuskegee University College of Agricultural, Environmental & Natural Sciences, and Alabama A&M University
- Georgia: Fort Valley State University
- Louisiana: Southern University’s Agricultural Research & Extension Center
- Mississippi: Alcorn State University, Winston County Self-Help Farmers Cooperative
- South Carolina: South Carolina State University
- Texas: Landowners’ Association of Texas
- The private attorneys and county contacts with whom we contracted to provide legal services and coordinate the workshops, respectively.

Geographic Area Served: Alabama, Georgia, Louisiana, Mississippi, South Carolina, and Texas

Number of Farmers/Ranchers Served: The target for this project was to provide up to 15 producers with an estate plan and to reach a greater number of producers for basic legal education outreach on the importance of estate planning. The final numbers have not been tallied, however, to date, 14 estate plans were completed, which is 18.7% of the maximum number of plans set for completion. Further, 133 producers were reached through their estate planning workshops.

Project Scope: This project is composed of three primary components:

- (1) Direct Legal Outreach. Up to three limited-resource and minority producers who own their land will receive a free estate plan consisting of a will, power of attorney, and healthcare directive drafted and executed by a competent local attorney selected by the Project Committee.
- (2) Education Outreach. The project will replicate its *What Every Landowner Should Know* educational brochure series and its *Land Loss Prevention Manuals* for landowners for dissemination.
- (3) 2006 Summer Legal Externship Program. The purpose of this program is to expose law students to the specialty niche practice of agriculture law and policy. Two (2) law



students will be selected as summer externs. The summer externs will be primarily responsible for completing select research assignments, and providing outreach to farmers on an “as needed” basis. In addition to the research projects and outreach, they will also engage in field training where they can apply theoretical legal principles to practical, “real life” circumstances.

Status of Project:

Project Goals	Status of Goals Set
1. Complete a maximum of 75 estate plans (15/state);	1. As of August 3 rd , 14 estate plans completed. We are still awaiting a tally from 3 states. Lastly, we have one more state in which to complete estate plans.
2. Reach at least 75 producers through our estate planning workshops;	2. As of August 3 rd , 133 producers have been reached through our estate planning workshops.
3. Have 2 law students participate in 10 week summer legal externship program.	3. Two law students served as externs in the program, which ended on July 28th.

Criteria and Evaluators used to evaluate the success of the project:

The project’s evaluation plan will include both a process evaluation and outcome evaluation. Further, with the recent addition of the provision of legal assistance, the project partners recognize that time is needed to introduce this added element of outreach and familiarize our target population with it. This has necessitated the coordination of smaller workshops. With smaller workshops, it then becomes necessary to focus equally, if not more, on qualitative results compared than quantitative results. Thus, the evaluation strategy can be divided into four (4) categories: (1) Collection of demographic data on producers served or to potentially be served through an *Intake form*, (2) Outreach process evaluation through assessment of outreach models implemented in providing direct legal assistance and education; (3) Project Impact on Producers through the collection of post-workshop evaluation forms; and, (4) Project Impact of the Student Legal Training Program through each student’s completion of an externship evaluation form.



Self-Assessment for Production, Environmental and Other Risks

**Heather Saam, Project Manager
Food Alliance**

Target Audience:

This project targets a diverse audience of specialty and livestock producers in the Pacific Northwest who lack adequate access to information on production, environmental, human resource and other risk management topics covered by Food Alliance's certification standards for sustainable agriculture.

Project Partners:

Oregon State University Extension
Washington State University's Center for Sustaining Agriculture and Natural Resources
NORPAC cooperative, which represents 250 farm families
Food Alliance has partnered with One/Northwest and Raging Web for the website and database development phase of the project.

Geographic Area Serviced: Oregon and Washington

Number of Farmers/Ranchers Served:

This project will reach at least 10,000 growers through direct mail, electronic and media communications. We expect that at least 4% (400) of those reached will undertake the self-assessment in the first full year of project implementation.

Project Scope:

This project seeks to adapt Food Alliance's well-respected certification standards into a practical, web-based, self-assessment tool and educational resource on risk management for agricultural producers.

This project will serve three major functions:

- It will allow growers to quickly and easily compare their current management practices against the "best practices" for sustainable agriculture embodied in the Food Alliance certification standards.
- It will provide information on risk management strategies and links to financial and technical assistance resources customized according to the variables entered by growers to describe their operations, crops and current management practices.
- As more self-assessments are completed, the tool will provide blind comparisons with practices employed by other growers of the same crop(s) in the state or region.

Status of Project:

The project is currently in phase three, website and database development. Phase four, implementation and promotion, is expected to begin in September 2006.



Criteria and Evaluators used to evaluate the success of the project:

Project evaluation will include the following:

- Documenting promotional efforts and media placements to estimate project audience.
- Tracking web usage statistics (including number of unique visits, number of assessments begun and completed, and resource links accessed through the site).
- Collating responses from growers who have completed the self-assessment and an on-line survey about the tool.
- Calling a random sample of participating growers for more detailed project feedback.
- Completing an assessment of the data entered into on-line forms (average scores and current risk management practices as reported by producers).
- Documenting grower inquiries for additional information or assistance.



New Risk Management Opportunities for American Indian Livestock Producers, A Curriculum for Future Success

**Chris Martinez, Project Manager
Fort Peck Community College (FPCC)**

Target Audience:

American Indians account for approximately 6.2 percent of the total population of Montana, 4.9 percent of the total population of North Dakota, and 2.3 percent of the total population of Wyoming and constitute the largest limited resource and under-served populations in these three states (2000 Census Data).

Project Partners:

Dr. James E. Shanley, President, FPCC
Dr. Margaret Campbell, Vice President of Community Services
Carrie Archdale, Extension Director, Agriculture Department

Montana State University Agricultural Marketing Policy Center's project team consists of Dr. Gary W. Brester (Professor of Agricultural Economics), Dr. Vincent Smith (Professor of Agricultural Economics), and Dr. James Johnson (Professor Agricultural Economics and Extension Specialist), Dr. Jan Bowman (Professor of Animal Science), and Dr. Bok Sowell (Associated professor of Range Science. and an Extension Assistant (to be appointed).

The project team members from MSU AMPC and FPCC for this project have a substantial history of partnering and collaborating with each other and with personnel from the Risk Management Agency's Billings regional service office in the development of risk management educational materials and information. Personnel from the Billings office have provided details on the production risk management coverage available and have reviewed printed educational materials prepared under previous cooperative agreements. Members of the Billings staff have attended previous risk management workshops.

Geographic Area Served: The overall objective of this project is to develop and deliver a risk management curriculum that provides American Indian producers on Tribal Reservation communities in Montana, North Dakota and Wyoming.

Number of Farmers/Ranchers Served: An estimated minimum of 800 American Indian agricultural producers and agribusiness managers plus at least 25 tribal county extension agents and tribal college agricultural educators will try and be reached.

Project Scope: This project's primary goal is to provide socially disadvantaged American Indian agricultural producers with the knowledge, skills, and tools necessary to make informed risk management decisions in their decisions about forage/range/pasture/livestock RMA risk management tools and new innovations in range management tools as means of improving the financial performance



of their operations and mitigating multi-year drought effects. The goal will be met using outcome-based approaches that incorporate unique and innovative objectives involving the development, implementation, and presentation of curricula.

Status of Project:

The project period is 10/01/05 to 09/31/06 and is in the final quarter. Three of the four objectives have been met. Objective 4 - To evaluate the effectiveness of the educational programs in improving producer knowledge of contracting and crop insurance products, has yet to be measured.

Criteria and Evaluators used to evaluate the success of the project:

The impact of this project will be evaluated in three dimensions:

Number of participants: Numbers of participants attending the “train the trainer” workshop and the numbers of participants attending the three videoconferences will be recorded. Counts of educational materials users on all websites will be kept. Estimates will be made of viewers of the risk management programs provided on tribal reservation public interest channels.

Educational Quality of Workshop and Videoconference Programs: Specific questionnaires for program participants to assess the quality and educational impacts of the workshop and videoconference programs.

Tests for Improved Risk Management Comprehension: We will administer participant pretests on risk management definitions, concepts and techniques. This will be followed by the presentation of materials referenced in the pretest, but in a videoconference education program mode. For key concepts and techniques, agricultural producers will be expected to work through examples to improve their understanding. At the completion of each videoconference, participants will be asked to complete a brief evaluation form that assesses their comprehension of the key definitions, concepts, and techniques presented in the programs.



Transitioning to Specialty Crops and Value Added Enterprises

Mark Davis, Project Manager

Future Harvest-A Chesapeake Alliance for Sustainable Agriculture

Target Audience:

Women and underserved farmers in the Mid Atlantic region

Project Partners:

Southern Maryland Agricultural Development Commission

University of Maryland Cooperative Extension

Maryland Natural Resources Conservation Service (NRCS)

USDA-ARS' Henry A. Wallace Beltsville Agriculture Research Service Center

Geographic Area Served: Maryland, Virginia and West Virginia region. But conference attendees include underserved farmers from Delaware and Pennsylvania also.

Numbers of Farmers/Ranchers Served:

Approximately 360 farmers in the Mid-Atlantic region attended the two conferences and 124 farmers and consumers attended two field days as a result of this project.

Project Scope:

This project consisted of building a collaborative team to provide educational outreach to limited resource and women farmers in the mid-Atlantic region through two conferences. Adding specialty crops and high value enterprises is one option for underserved farmers to increase their overall farm profitability in this region. The conferences had multiple breakout sessions featuring farmers, educators and experts teaching conference participants risk management techniques through successful production practices and marketing strategies for specialty crops and value added enterprises. From the information gathered from the conference evaluations two additional farm field days were held specifically covering organic production with 124 farmers and consumers attending these field days.

Status of Project: Completed.

Criteria and Evaluators used to evaluate the success of the project:

Conference attendees completed evaluation forms and the results were gathered and two additional field days were held.



Mentoring and Marketing Outreach Initiative

Karen S. Adler, Project Manager
Georgia Organics, Inc.

Target Audience:

Underserved organic and sustainable beginning and experienced farmers, including women, African Americans, and other minorities.

Project Partners:

Georgia Organics has collaborative arrangements with the following agencies, universities, and organizations. Direct partners are indicated with an asterisk (*).

African American Family Farmer, Inc. (AAFFI)*
Alabama Sustainable Agriculture Network (ASAN)*
Appalachian Sustainable Agricultural Project (ASAP)*
Atlanta Community Gardens Coalition
Atlanta Local Food Initiative*
Carolina Farm Stewardship Association (CFSA)
Federation of Southern Cooperatives/Land Assistance Fund
Florida Organic Growers*
Fort Valley State University*
Florida Organic Growers and Consumers (FOG)*
Heifer International
National Center for Appropriate Technology (NCAT)
Southern Sustainable Agriculture Working Group (SSAWG)*
Team Agriculture Georgia (TAG)*
Mentors and Mentoring Advisors*:
Randy & Cindi Beavers, Sleepy Hollow Farm (advisors)
Andy & Hilda Byrd, Whippoorwill Hollow Organic Farm
Dick Byne, Byne Blueberry Farm (advisor)
Shirley Daughtry, Heritage Organic Farms (advisor)
Nicolas Donck, Crystal Organic Farm
Skip Glover, Glover Family Farms (mentor & advisor)
Daron (Farmer D) Joffe, Harvest Lake Farm (advisor)
Daniel Parson, Gaia Gardens (mentor & advisor)
Joe Reynolds, Crystal Organic Farm
Wes and Charlotte Swancy, Riverview Farms
Tucker Taylor & Celia Barss, Woodland Gardens

Geographic Area Served: Georgia and adjoining states

Number of Farmers/Ranchers Served:

420 to date, through workshops, educational presentations, farmer-to-farmer mentoring program, and the Local Food Guide, with an estimated 1,000 or more through educational newsletter articles, fact sheets, and website. Projected 200 to 300 to be served through upcoming events and communications.

**Project Scope:**

Providing four outreach presentations for project partners or other groups at conferences for minority, small, limited resource, women, and beginning farmers, as well as agricultural professionals, on organic and sustainable farming production, opportunities in organics, and the connections to consumers and the marketplace; providing four in-depth educational workshops on up-to-date information, risk management tools, and production and marketing techniques for sustainable and organic agriculture, with project partners' cooperation, for underserved organic and sustainable farmers, including new organic farmers, experienced organic/sustainable-method farmers, and farmers transitioning to organics, as well as agricultural professionals such as county extension agents, high school and college educators, and researchers. The project encompasses dissemination of resource and educational materials on managing risk and growing successfully in organic agriculture in Georgia and adjoining states; and the continuation and expansion of the direct farmer-to-farmer mentoring program, with ten mentoring groups located throughout Georgia, to help new organic farmers succeed. Updates to the Georgia Organics website, including a farmers' forum, as well as expansion of distribution of GO's educational newsletter, also provide valuable information, tools, and resources to farmers and ag professionals. The project also includes production of Georgia's first-ever Local Food Guide, providing a comprehensive, user-friendly guide to connect consumers, restaurants, wholesalers, value-added producers and other customers to sustainable and organic farmers in Georgia.

Status of Project:

The project is in progress, with completion scheduled for September 30, 2006. Four scheduled outreach presentations have been completed with TAG and AAFFI, plus presentations at the RMA Southeast Regional Outreach Conference in Atlanta, and a presentation on the mentoring program at the Southern Sustainable Agriculture Working Group (SSAWG) Conference. Two in-depth workshops have been completed, and two are scheduled in August at Fort Valley State University. Resource and educational materials have been widely disseminated at the events produced for this project, as well as other GO events, workshops and conferences of project partners, and venues such as farmers' markets, appropriate retail outlets, county extension agents, educational institutions, and related agencies. The farmer-to-farmer mentoring program is established, with 10 mentoring groups at this time. The mentoring orientation meeting was held in February at the GO Annual Conference, and several on-farm group trainings and mentoring meetings have taken place throughout the spring and summer. Nine of the mentoring groups have had on-farm site visits and consultations. One group is scheduled for August pending the mentee's new farm location being ready. Seven of the mentee groups are actively participating in selling their produce and eggs at local farmers' markets, through CSAs, on the farm, and through a cooperative, and several are developing value-added products. The Georgia Local Food Guide has been completed, with 27,000 copies printed, and 19,000 copies already widely distributed.

Criteria and Evaluators used to evaluate the success of the project:

Each event and phase of the program is documented and evaluated by participants and Georgia Organics' project staff and partners, in cooperation with the RMA coordinator. Evaluation forms for outreach and workshop participants are distributed at each event and completed by attendees. The evaluations are designed to rate the program on a variety of parameters, including the quality and value of the information, the instructor(s), the educational materials, as well as other aspects of the event, such as the facility. These evaluations have been used to review and assess each phase of the project, both to build on the strengths, and to identify areas that need to be improved and corrected. Follow-up queries to



a sample of participants, including both new and experienced growers who attended training events, will be made to ascertain how they are using the information they acquired. Each event is also evaluated for attendance, and for the ability of the outreach and in-depth sessions to reach and assist the targeted audience. The criteria are based on previous experiences with Georgia Organics' educational events, as well as the experience and expectations of the farmers, project staff, and project partners. The farmer-to-farmer mentoring program is being assessed and evaluated by all of the participants, including mentoring farmers, mentees, advisors, and the Georgia Organics project director and coordinator. Criteria have been established based on meeting the needs of the participants, meeting the stated goal of helping new organic farmers achieve success, and researched data on the mentoring process and successful mentoring programs. Criteria include assessing the value of the direct educational experience to increase farmers' knowledge and ability to overcome obstacles successfully and in timely fashion, and to produce and market organic and sustainably grown products successfully, at this stage, and over time. The Local Food Guide is being evaluated through querying and tracking responses from farmers, consumers, and other stakeholders. Criteria for the success of the food guide are based on seeing significant, measurable growth and success in sales and opportunities in production and marketing by creating vital connections between local, sustainable, and organic producers and customers through a structure and a network that did not previously exist in Georgia and environs.



Women in Agriculture & Small Business Conference and Resource Center

**Casey Dobbs and Larry Wright, Project Managers
Great Plains RC&D**

Target Audience:
Women

Project Partners: USDA Risk Management, USDA Natural Resources Conservation Service, USDA Farm Services Agency, USDA Agricultural Research Service, USDA Rural Development, Oklahoma Department of Career Tech, Farm Credit Services, Oklahoma Farmers Union, Oklahoma Association of RC&D Councils, Oklahoma Department of Agriculture, Oklahoma State University, Made in Oklahoma Coalition, Redlands Community College, Oklahoma Beef Council, Oklahoma Alliance for Manufacturing Excellence, Langston University, Oklahoma Association of Electric Cooperatives, Oklahoma Small Business Development Center, Oklahoma Association of Conservation Districts, Oklahoma Conservation Commission, Southwestern Oklahoma State University, Kerr Center for Sustainable Agriculture, Oklahoma Department of Commerce, Oklahoma Agrability, Oklahoma Pork Council, Oklahoma Farm Bureau, Rural Enterprises of Oklahoma, Inc., Oklahoma Food and Agriculture Products Center, Noble Foundation, Cosmetic Specialty Labs, Inc.

Geographic Area Served: State of Oklahoma

Number of Farmers/Ranchers Served: 3500

Project Scope:

A third annual statewide conference is scheduled for August 10-11, 2006, in Oklahoma City. The statewide conference will include more than fifty speakers in keynote and concurrent sessions. The resource center provides information and additional support, which included in the past year, 20 multi-county one-day conferences held around the state with an average of 175 participants or approximately 3500 total participants. The one-day conferences also feature a mix of keynote speakers and concurrent sessions with subject matter selected by local planning committees which include women in agriculture and small business.

Status of Project: On-going

Criteria and Evaluators used to evaluate the success of the project:

Evaluation forms are given and collected from all attendees at the conferences. Other feedback is obtained through the contact page on the web site promoting the conference and resource center.



The New Farmer Development Project

**Kate Granger, Project Manager
Greenmarket**

Target Audience:

Latino immigrants with agricultural experience in the New York City area

Project Partners:

Greenmarket, Cornell University Cooperative Extension's New York City Program, USDA Risk Management Agency (RMA), USDA Farm Service Agency (FSA), New York State Department of Agriculture and Markets, and state cooperative extension agencies in NY, NJ and PA; Historic Richmond Town and Decker Farm on Staten Island, East NY in Brooklyn, NY, Kingsboro Psychiatric Center in Brooklyn, and the New York City Mission Society in Dutchess County, NY; the National Immigrant Farming Initiative (NIFI) and the Northeast Network of Immigrant Farmer Projects (NNIFP); and Heifer International, Acción New York, Northeast Organic Farming Association of New Jersey.

Geographic Area Served:

New York City, New York's Hudson Valley and Catskill Mountains, New Jersey, northeastern Pennsylvania, and Connecticut

Number of Farmers Served:

130 NFDPP project participants have been trained by the NFDPP and 35 went on to farm on project training sites, established local farms with mentor farmers, or their own independent farms over the past six years.

Project Scope:

Founded in 2000 to address the declining number of farms in the northeastern United States, the New Farmer Development Project (NFDPP) identifies, educates, and supports immigrants with agricultural experience to become local food producers and establish small farms in the northeast region. In the project's first year, outreach was conducted to more than fifteen immigrant populations, and the largest response by far came from Latino immigrants. Since then, the NFDPP has received inquiries from hundreds of Latinos in New York City with significant agricultural experience and training. Many are underemployed and only able to find work in construction, restaurants, cleaning, or other low-paying jobs, and they dream of finding work where their expertise as educated agronomists or life-long farmers is respected. The NFDPP helps these people make the transition to farming. Our model for farmer entry targets immigrants with agricultural experience and encompasses education, technical assistance, financial management, one-on-one assistance, risk management tools, marketing outlets, and access to credit. We reconnect immigrants with their agricultural roots, providing the resources and support necessary to assist them in becoming regional food producers.

**Status of Project:**

- Approximately 130 Latino immigrants have received training and technical assistance in farm establishment and production.
- Approximately 100 project participants are actively involved in NFDP trainings and workshops, farm production, or local marketing opportunities.
- 32 individuals graduated this year from the NFDP's comprehensive winter training course *La Nueva Siembra* ("the New Planting").
- 3 participants were matched this season with local farmers who will serve as mentors and provide valuable hands-on experience in markets or on farms.
- The NFDP has supported 12 individuals or families in starting their own farm businesses, including 5 new farm-starts this season. The farmers come from a number of Latin American countries such as Colombia, the Dominican Republic, Ecuador, and Mexico. They grow specialty crops such as herbs, vegetables, small fruits, traditional ethnic produce, and pastured poultry. Projects that help non-immigrants start farms experience comparable results.
- This year, more than 20 NFDP participants are selling their produce at 45 farmers markets. Many of these markets are located in immigrant neighborhoods, where NFDP farmers sell culturally appropriate produce to members of their community. NFDP farmers are also marketing through other outlets, including community supported agriculture associations, buying clubs, and local restaurants and groceries.

Criteria and Evaluators used to evaluate the success of the project:

- 25 participants will graduate from the NFDP course, *La Nueva Siembra*, in 2007.
- 50 or more participants will take part in hands-on training workshops.
- 15 or more participants will attend regional conferences and training sessions.
- 3 or more participants will participate in the NFDP's mentorship program.
- 3 new farmers will establish their own farming operations next season.
- NFDP farmers will introduce new products to NYC farmers markets.
- 20 farmers from training and independent farms will sell at local farmers markets.
- 3 new microcredit loans will be made to new farmers, and two previous loans will be successfully repaid.
- All NFDP farmers will implement risk management practices.



**Developing Organic African American and
New Immigrant Farmers: Worms, Butter beans and Collard Greens,
*establishing new markets and fertility on small family farms***

**Will Allen, Project Manager
Grower Power, Inc.**

Target Audience:

Small-scale farmers and ranchers, with a focus on African American, New Immigrant farmers and low-income urban producers

Project Partners:

Fort Valley State University

Geographic Area Served:

National with a focus in Midwest and south east

Number of Farmers/Ranchers Served:

300+ farmers reached: 40 farmers received full 2-day workshop scholarships

Project Scope:

Goal: Growing Power and Rainbow Farmers Coop (RFC) will provide developing Organic African American and New Immigrant Farmers outreach via technical assistance and hands-on training to in vermicomposting-worms, Butter beans and Collard Greens (specialty crops with high demand in northern markets) and establishing new markets.

Currently, there is a lack of African American organic farmers especially in the rural south. Farmers have identified difficulty in acquiring information and tools to begin the conventional transitioning to organic practices. To begin these projects, support is needed to collect materials and establish fertility that is needed to grow produce and grains for organic production. Growing Power will also provide technical assistance to the participating farmers and will work with cooperatives to establish weekly deliveries of marketable, high quality produce for institutional and wholesale procurement accounts. Fort Valley State University will partner with Growing Power on this project by providing soil analysis, interns and organic certification application support for farmers transitioning.

Growing Power conducts the workshops at their Community Food Center, a 2.1-acre food system training facility located in Milwaukee, WI. These workshops will provide training in post-harvest handling, marketing and distribution, innovative production practices (such as extended season/year-round production using Vermi-culture and Aquaponics), and food system planning and development. The outreach training sessions will include the expertise of local RMA staff, crop insurance specialists and expert trainers that will give farmers additional tools to promote the development of value-added products, better distribution streams and specialty crop education. Training will also focus on sustainable farming practices, food processing, packaging and marketing, addressing the needs of that producer.



Growing Power's **Worms, Butter beans and Collard Greens** establishes an innovative model for reaching limited resource (LR) farmers via training and providing access to services and resources that can promote the sustainability of (LR) farmers.

Outreach education and technical support in the following ways:

- Partner with Fort Valley State University to test compost and soil fertility and work with farmers to meet organic certification standards
- Train students to establish vermicompost systems and support 3 African American Farmers in Georgia, North Carolina and South Carolina
- Establish large wholesale market accounts for at least 2 African American Cooperatives for Midwest distribution
- Provide training in production, marketing, record keeping and logistics.
- Host a national soil fertility and vermicompost conference, September 2006 with all partners to share results of project and best practices and risk management strategies.

Status of Project:

1st QUARTER ACTIVITIES:

- Growing Power recruited local farmers and travel to RMA – Midwest Region Conference in Des Moines, IA. Farmers from Madison, WI; Pembroke, IL and Chicago area traveled with Growing Power staff to attend conference.
- Development of 2006 season Brochure and distribution at Community Food Security Conference, Atlanta, GA; SSWAG, Louisville, KY; Distribution via web site and mailing.
- Dr. Lattimore is scheduled to attend 2/11-12 national workshops in Milwaukee, WI.
- Six scholarships have been distributed to Pembroke area, African-American Farmers. 2 of the farmers are certified organic and are building production capacity to sell to Rainbow Farmers Cooperative.
- 10 additional SD farmers have scheduled to attend one of 4 remaining 2-day workshops at Growing Power, Milwaukee, WI. We expect remaining 14 scholarships to be distributed by May 2006.

2nd QUARTER ACTIVITIES

Fort Valley State University outreach

- Dr. Lattimore attended 2/11-12 national workshops in Milwaukee, WI.
- Initial dates scheduled for vermicompost pilot/test plots with Dr. Mark Lattimore of Fort Valley State University, July 2006
- Dr. Lattimore is in the process of interviewed research assistants who will be coming to Growing Power's training center in 2nd Quarter.
- 5 research interns selected for project
- FVSU attended April 22-23 training, with 5 interns and 2 local extension and FSA agents

Growing Power National trainings and center activities:

24 scholarships for LR and SD farmers to attend 2-day workshops at Growing Power, Milwaukee, WI. 2/11-12; 3/21-22; 4/22-23 and in 3rd Quarter: 5/6-7.



3RD QUARTER ACTIVITIES: MAY 1ST – JULY 31ST 2006

- National 2-day workshop training held in Milwaukee, WI: May 6-7 (all scholarships distributed)
- June: Communication and logistics planning with Fort Valley State for August outreach farmer visits to Georgia, North Carolina and South Carolina
- July: Georgia trainings scheduled in partnership with Fort Valley State and Georgia Organic, focus on vermicompost trials and aquaculture, August 23-25
- July 25-29th: 2 Fort Valley State students intern at RMA supported national training center to learn aquaponics and vermicomposting

Criteria and Evaluators used to evaluate the success of the project:

The project's success is contingent on attendee's ability to apply strategies to their farm operations and thereby incur positive production results. Also, for the viability of vermicompost to be used as a low-cost fertility replacement for fertilizer on farms. Currently the test plots have been established at Fort Valley State University in Georgia under the direction of soil scientist, Dr. Mark Lattimore. The partnership between his department and Growing Power bodes well for future work and dissemination of research results to small farms in the south and nationally.

A formal evaluation, performed by an outside evaluator is underway. The evaluation will include interviews and site visits to document the impacts of Growing Power's trainings and hands-on, mentoring approach to outreach and technical assistance.

Quantitative results thus far, reflect 40 farmers receiving and participating in winter 2-day trainings with results to follow regarding August 25th training at Fort Valley State University in partnership with Georgia Organics. Also, September 15-17th training in soil fertility at Growing Power, Inc. in Milwaukee.



National Immigrant Farming Initiative

**Alison Cohen, Project Manager
Heifer Project International**

Target Audience:

Immigrant and refugee farmers and ranchers

Project Partners:

USDA-RMA; W.K. Kellogg Foundation; Heifer International; Agriculture and Land-Based Training Association, Salinas, CA; Growing Power, Inc., Milwaukee, WI; Community Food Systems and Sustainable Agriculture Program, University of Missouri, Columbia, MO; New Farmer Development Project, NY, NY; Washington State University Small Farms Program; National Hmong American Farmers, Inc., Washington, DC; Cooperative Extension, University of California-Fresno; Nuestras Raices, Holyoke, MA; Community Food Security Coalition, Venice, CA; Cooperative Extension, University of Maryland, College Park, MD

Geographic Area Served: Nationwide

Number of Farmers/Ranchers Served: Over 300

Project Scope: Farmer Organizations, Projects and Programs

NIFI is a national partnership of organizations and projects, connecting efforts on behalf of immigrant farmers and helping accomplish common goals to support immigrant farmers. NIFI's overall purpose is to strengthen the capacity of immigrants to farm successfully and to advance sustainable farming and food systems by pursuing the following objectives:

1. Immigrant farmers and service providers have increased knowledge of risk management strategies designed to help farmers build economically viable farms that contribute to a sustainable local food system through a national conference in February 2007.
2. A national network of trainers comprised of farmers, agricultural educators and service providers is established and equipped to train immigrant farmers in risk management, production, and marketing skills.
3. Immigrant farmers and service providers have increased access to information about risk management, training opportunities and other agricultural information through strategies including the web-based resources, language appropriate publications, and media.
4. A field-based, national collaboration supports underserved immigrant farmers as they develop sustainable, income-generating farming operations.

Status of Project:



Active, with main activities as ongoing support for risk management “Training of Trainers” participants to replicate trainings at regional level, and planning for national conference in February 2007.

Criteria and Evaluators used to evaluate the success of the project:

Internal and External Reviews, Outcome-based evaluations.

1. Internal Review: Heifer staff, NIFI collaborators, resource partners, and a cross-section of immigrant farmers participate in a facilitated evaluation of annual activities and strategies. Quantitative and qualitative information is used to assess progress made toward stated objectives. Heifer International’s North America director for planning, evaluation and training, along with regional staff direct the participatory evaluation and prepare the summary documents for dissemination.

2. External Review: An independent qualitative and quantitative evaluation covering:

(1) Project Self-Review and Planning (Heifer’s participatory project evaluation methodology), (2) case studies of six immigrant farming projects including a socio-economic survey, and (3) a series of stakeholder interviews and observations of selected NIFI meetings. The final product of the evaluation will be a detailed written report describing findings, to include:

- An overview of NIFI and an assessment of its impacts on participating farmers, immigrant farming projects, regional networks and the policy community;
- Assessments of the six immigrant farming projects selected for case studies; and
- An assessment of the strengths and weaknesses of Heifer International’s Project Self-Review and Planning process as applied to immigrant farming projects.

3. Outcome-Based Evaluation: Written qualitative evaluations collected and used to improve trainings and activities. Evaluation results are compiled and analyzed to assess the overall effectiveness of the activities in improving risk management skills and achieving the proposed objectives and outcomes.



Development of Whole Farm and Business Planning Tools for Integrated Risk Management for Latino and Native American Farmers

**James W. Falco, Project Manager
Heritage University**

Target Audience:

Male and female Native and Hispanic Americans

Project Partners:

Washington State University
Yakama Nation

Geographic Area Serviced:

Yakima County, Washington, Yakama Nation Reservation, and Coleville Nation Reservation

Number of Farmers/Ranchers Served:

The project directly served 30 Yakamas-11 females and 19 males: 18 Colevilles,-8 females and 10 males: 15 male Hispanic Americans in class room work. 14 Yakamas-2 females and 12 males and 12 male Hispanic American attended the Western Regional Meeting in Billings, Montana:
2 Yakamas- 1 female and 1 male - attended the Renewable Energy Meeting in Kansas City: an unknown number of Native and Hispanic American have received information related to technical and business practices related to farming on the local radio station.

Project Scope:

The scope of the project included the dissemination of technical and business related information to small Native American and Latino ranchers and farmers in Eastern Washington. Two courses have been presented to the Yakamas-Introduction to Pasture Management and an accounting course that the FSA will accept to fulfill their requirements to apply for FSA loans. Two courses have been presented to the Latino farmers- Introduction to Small Farm Management and a course in tax Preparation. Presently we are offering the Small Pasture Management course to members of the Coleville Nation.

Status of Project:

A technical and an accounting course have been presented to Members of the Yakama Nation. A technical and a tax preparation course have been presented to a group of small Latino farmers. An introductory accounting and technical course is being presented to members of the Coleville Nation. The course will be completed July 28.



Criteria and Evaluators used to evaluate the success of the project:

Class attendance was consistently high in all of the sessions. Attendance is generally inconsistent with both Native and Hispanic students. General interest as indicated by the number and frequency of questions in all topics introduced was unusually high. The Yakamas asked for a second course in accounting the second time that the Pasture Management course met. This course was arranged and presented to 10 of the original 18 students immediately after the first one. This accounting course is acceptable to the FSA for loan applications. A third course in technical aspects of Pasture Management will be offered to the Yakamas this fall. The students chose the topics that they wished discussed. Generally they want more information of soils, effects of irrigation on soils, and the procedures necessary to start co-operatives. These students became interested in renewable energy sources, especially biodiesel. Two members applied for and attended the Renewal Energy Conference in Kansas City this summer. The Colevilles responded in much the same manner. They are in the process of deciding the content of their second course, which probably will be presented this fall. Weather is a problem at Nesplem so they will decide the time. Presently, we anticipate teaching them a third course of their choice in late spring-early summer of 2007.



Hmong Risk Management Education

**Dr. LoXing Kiatoukaysi, Project Manager
Hmong American Community Inc.**

Target Audience:

Southeast Asian American and minority farmers

Project Partners:

UC Ext. Fresno

Geographic Area Serviced: Fresno and Merced Counties

Number of Farmers/Ranchers Served: 187

Project Scope:

Provide in classroom lecture and on the field training of agribusiness in risk management education, marketing, record keeping and buyers and sellers connection.

Status of Project:

The project is dwindled down to the last quarter. It helps small farmers refocus on the importance of farming with chemical free produce that they grow. It is also very vital that the target population get ongoing training to expose to risk management.

Criteria and Evaluators used to evaluate the success of the project:

Pre and post questionnaire are used to measure the learning effectiveness of the individual farmers.



Women Managing the Farm

Charlie Griffin, Project Manager
Kansas State University

Target Audience:

Farm women, especially those who raise forages, livestock, vegetables, fruits, honey, and specialty crops

Project Partners:

Kansas State University
Kansas Rural Family Helpline
Kansas Agriculture Mediation Services
Kansas Farm Bureau
Frontier Farm Credit
Kansas Wheat Commission
Kansas Agri-Women
Oklahoma Farmers Union

Geographic Area Served: Kansas and Oklahoma

Number of Farmers/Ranchers Served:

The project objectives call for delivery of materials to 300 farm women for a total of 4500 hours of risk management training through diverse strategies allowing attendees to choose between various levels and techniques of training, planning and implementing changes.

Project Scope:

In 2004, with funding from the North Central Risk Management Center, Lincoln, Nebraska, the Women Managing the Farm project partners presented information about the management of price, production, financial, legal, and human risks to materials were 210 women with rural interests through 4 trainings, each 1 and ½ day seminars, in four Kansas locations: Dodge City, Lawrence, Wichita and Logan. Presentations recognized the increasingly active role that farm women play in farm management and decision making, necessitating effective risk management knowledge.

Attendance at the four seminars exceeded the expectations of the partnering organizations and stimulated much discussion about the need to prepare farm women with the resources to enable them to utilize and manage their farm interests effectively, so that they are supported financially, legally, mentally, emotionally and relationally, enabling women to participate in multiple farm roles by having the background information needed, risk management tools, and professional resources. The ability to learn these skills in a safe, supportive setting for farm women in Kansas and Oklahoma at one conference to address multiple needs at various levels of expertise became the next year's goal.

The primary focus of the Kansas Outreach project was to establish a regional conference offering farm women a strong learning experience and a connecting point. The first conference was held February 17-18, 2006 in Wichita, KS.



Additional objectives as follow up to the conference included:

- Development of area support groups to address risk management and emotional needs of farm women
- Development of a confidential online electronic chat process offering both guest speakers and peer support and information sharing
- Offering of briefer local/area educational events specifically geared to farm women

Status of Project:

“Women Managing the Farm: a comprehensive program for farm owners, partners & rookies”, a regional conference for farm women, was held in Wichita, KS on February 17-18, 2006. One hundred and ninety-two women were trained in business planning; enhancing relationships, farm transition, managing employees and other areas of risk management. Presentations were interspersed with networking and in-depth explorations/demonstrations in farm safety, machinery and fencing basics, conservation practice and unique use of farmlands. Participants were from multiple states including Kansas, Missouri, Oklahoma, California and Colorado. Scholarships were awarded to 51 participants in financial need to cover registration and hotel costs.

Farm women exchanged emails and phone numbers during breakout sessions at the regional conference. Networking facilitators continue to communicate with groups through listserves organized around a variety of interest topics and regional location, accessible via the listserve. Women can continue to join the networking groups by emailing wmf@ksu.edu.

The online support group, Rural Route Women, offers online live chats with guest speakers and participants. Guest speakers are scheduled alternatively on selected Mondays 7-8 pm. Farmwomen get support, information, updates and valuable feedback through the message board system and live chats. The rural route women message board system was established to enable women gain emotional support by exchange of anonymous emails and chatting with other farmwomen.

For further information and contact:

<http://www.womenmanagingthefarm.info/>

Criteria and Evaluators used to evaluate the success of the project:

The project will be evaluated to identify specific benefits and outcomes to USDA’s RMA and to project partners, examining the short and long term benefits and utilization of training received at the conference, evaluate utilization and benefits of areas support networks, and utilization and benefits of online support groups.



Older, Minority, Women, Small and Tobacco Farmers Face Strategic Decisions, Phase I

**Marion Simon, Project Manager
Kentucky State University Cooperative Extension**

Target Audience:

Older Farmers, African Americans, Native Americans, Women, Small Farmers, Family Farmers

Project Partners:

RMA

Kentucky State University (Marion Simon)

University of Arkansas (Janie Hipp)

Purdue University (Sharon DeVaney)

The Federation of Southern Cooperatives (Heather Gray)

West Virginia State University (William Woodrum)

Geographic Area Serviced:

Indiana, Kentucky, Alabama, Georgia, Indiana, Arkansas, Oklahoma, West Virginia, and nationwide through the website

Number of Farmers/Ranchers Served: 9,413 contacts, plus numerous “hits” on the website

Project Scope:

The project has three parts. The first part of the project is the continued support and update of the “Estate and Retirement Planning for Farm Families” website. The website addresses the risk management issues related to African American, Native American, women, and farm families who are contemplating retirement in the immediate, short-run, intermediate, and long-run future.

The second part is support of educational programs that transition small tobacco and peanut farmers into new and alternative farm enterprises and sources of income, including management, marketing, financing, resource management, natural disasters, family health, and insurance options. This includes support of the “Third Thursday” workshops, conferences, field days, written materials, and one-on-one or group producer training.

The third part is to support Native American youth and their parents to attend the Intertribal Agriculture Council. These youth, in turn, provide educational programs to local 4-H and young farmers in their region.

Status of Project: Continuing



Criteria and Evaluators used to evaluate the success of the project:

Meeting, conference, field day agendas and attendance lists

Farmer testimonials

Documentation and photographs of the activities

Activity and incorporation of new materials into the website “Retirement and Estate Planning for Farm Families”

RMA Activity reports

Presentations at Conferences, Professional papers and posters including: 2005 National Small Farm Conference, 2005 National Risk Management Education Conference, 2005 Eastern-Southern Region Risk Management Outreach Conference, 2006 National Women in Agriculture Conference, 2005 Kentucky Small, Limited-Resource/Minority Farmers Conference, 2005 Kentucky Farm Bureau Annual Conference, 2006 Federation of Southern Cooperatives Annual Meeting, 2005 Kentucky Women in Agriculture Conference, and others



Partnership for Risk Management Education Outreach to Socially Disadvantaged Farmers

**D. Chongo Mundende, Project Director
Langston University**

Target Audience:

Small and underserved farmers and ranchers, mainly African Americans, American Indians, Women, and small and limited resource White farmers and ranchers

Project Partners:

Langston University, USDA Risk Management Agency, USDA Farm Service Agency, USDA Natural Resources Conservation Service, USDA Rural Development, Heifer International, Oklahoma Black Historical Research Project, Inc., Native American Indian Farming and Ranching Cooperative, Oklahoma State University Cooperative Extension Service, Oklahoma Department of Agriculture, Food, and Forestry.

Geographic Area Serviced:

37 counties in Oklahoma: Adair, Blaine, Caddo, Canadian, Carter, Cherokee, Choctaw, Comanche, Craig, Creek, Custer, Dewey, Garvin, Delaware, Kingfisher, Le Flore, Lincoln, Logan, Mayes, McCurtain, McIntosh, Muskogee, Nowata, Okfuskee, Oklahoma, Okmulgee, Ottawa, Pontotoc, Pottawatomie, Pushmataha, Rogers, Seminole, Sequoyah, Stephens, Wagoner, Washita, and Washington.

Number of Farmers/Ranchers Served: 500

Project Scope:

The goal is to provide information and training to socially disadvantaged farmers and ranchers and other limited resources and underserved farmers and ranchers so they can gain access to available risk management tools, programs, and services. Specific objectives are to (1) train and assist farmers in developing markets and establishing marketing contracts, and (2) train farmers in keeping adequate records.

Status of Project:

The Small Farm Survival Conference on May 25-26, 2006, emphasized risk management training. Intensive record keeping workshops have been conducted to 30 members of the Native American Indian Farming and Ranching Cooperative. As of May 2006, 17 have graduated and indicate that they now keep records. Only two indicated that they did so at the beginning of the training. Other members are at various levels of completing the training. Two other groups (Northeast Oklahoma Livestock Association and the Logan Livestock Association) that have funding from Heifer International have also received training on record keeping. Farmers and ranchers continue to receive Environmental Quality Incentives Program funds and services to place conservation on their land, farm ownership and farm operating loans, as well as rural housing funds to remove health and safety hazards from their homes. They also took some farmers to the 2006 SARE Conference in Lexington, KY, and also offered 30 scholarships for farmers to attend the Fifteenth Annual Farmers Conference in Langston, OK. Several clients have been



participating in the Plasticulture project with Oklahoma Department of Agriculture, Food, and Forestry. This partnership has allowed for some to develop or at least consider alternative enterprises – mainly vegetables.

The Langston University Institutional Review Board reviewed and approved the survey and survey on markets clients use. We are in the process of beginning to send questionnaires to farmers to find out what products they send to what markets. We will use the results to design training materials for them as well as assist them in developing marketing contracts.

Criteria and Evaluators Used to Evaluate the Success of the Project:

Materials used in training farmers and ranchers. Evaluations from training, workshops, and conferences, number of farmers trained and keeping records, and training materials developed as a direct result of the Partnership for Risk Management Education Outreach to Socially Disadvantaged Farmers project.



Risk Management for Under-served Producers

Michelle Soll, Project Manager
Legal Aid of Nebraska

Target Audience:

Women, limited resource, socially disadvantaged and other traditionally under-served farmers and ranchers

Project Partners:

Legal Aid of Nebraska
Nebraska Department of Agriculture
Interchurch Ministries of Nebraska
Risk Management Agency

Geographic Area Served: Nebraska

Number of Farmers/Ranchers Served:

RMA Workshops - 149 attendees
Newsletter - "Mediator" - 53,300
Advisor training - 11 advisors

Project Scope:

To assist limited resource and underserved Nebraska farmers and ranchers in managing risks related to a) regulation and restriction of agricultural water usage in drought-affected areas of the state, b) intergenerational transition planning (including Medicaid planning), c) farm and ranch financial management, including financial effects of drought and water restrictions, and d) custom livestock feeding.

Status of Project:

The "Mediator Newsletter is being prepared and will be mailed out to approximately 53,300 Nebraska producers. Staff will also be conducting additional workshops, one in Norfolk, and another the week of Sept. 18th in conjunction with the Nebraska Farm Mediation Service. (The site for this second additional workshop has not yet been determined.)

Written materials (previously provided) were prepared on estate planning, including use of trusts in farm estate planning, Medicaid updates, and titling of assets in farm transition planning. The material completed for dissemination included articles/handouts on Ground Water: A Takings Argument, Trust Basics, Probate, and Adverse Possession Under Nebraska Law. In addition, a handout was prepared relating to an extensive Estate Planning Power Point presentation. This latter presentation covered such subjects as federal estate and gift taxation, state inheritance taxation, use of wills, trusts, and titling to accomplish estate and transition plans. It also covered long-term care and Medicaid.



Workshops were held in each of McCook, Bridgeport and Crawford, Nebraska. The workshops were held on March 14, 15 and 16. The workshops served a total of 149 persons, representing 111 operations. The workshops were very well received, though full day sessions in each of these sites were nonetheless insufficient to meet demand of participants for information and for one-on-one consultation. Numerous individuals were directed to on-going clinics, and others, who live out of range of existing clinics (in the Panhandle, for the most part) have come to work with the financial counseling staff.

A two-and-a-half day, in-depth training of 11 staff of the Nebraska Farm Clinics, the Nebraska Farm Hotline and the Nebraska Farm Mediation Service was held on May 16-18 in centrally-located Burwell, Nebraska. Detailed presentations and discussion were held on farm and ranch estate planning (including federal estate taxation, state inheritance taxation, use of wills, trusts, powers of attorney, life estate deeds, probate); on inter-generational farm and ranch transition planning (including break-out exercises on decision-making in farm family context); on Medicaid rules and regulations (including pending changes in the Medicaid eligibility and deprivation of asset rules); on choice of business structures for farms and ranches (in particular the use of such structures to accomplish estate and transition planning goals); on the Bankruptcy Reform Act of 2005 (in particular the changes to Chapter 12 Family Farmer Reorganization bankruptcy); on an update of water law developments in Nebraska; on changes in Nebraska debtor-creditor law; and on incorporating new information into the services staff provide to Nebraska family farmers and ranchers.

The staff of the Farm Clinics continue their work with Nebraska's farm and ranch families through on-going, monthly state-wide farm and ranch clinics, their services deepened through the trainings that have been made possible under this grant. Staff of the Nebraska Farm Hotline and the Farm Mediation Service continue their daily work with Nebraska farmers and ranchers, their ability to serve and their insight into the issues broadened and sharpened through the trainings made possible under this grant.

They are planning for two additional workshops and are presently working on summaries and articles for the Nebraska Farm Mediator newsletter. They expect the newsletter to reach approximately 53,000 producers.

Finally, the Partners look forward to continuing this important work under their new RMA grant in the 2006-2007 grant year.

Criteria and Evaluators used to evaluate the success of the project:

Evaluations were completed after each workshop. Encouraging and positive comments, together with suggestions for continued efforts, were received.



Building Urban Markets for Disadvantaged Producers

**Dana Harvey, Project Manager
Mandela Market Place, Inc.**

Target Audience:

Inner-city, low-income, communities of color, low-resource, disadvantaged and transitioning family farms (including women, Hmong, African American, Native American, and Hispanic)

Project Partners:

UC Cooperative Extension, Fresno, CA
Community Services Unlimited
Alameda County Public and Environmental Health Departments
Environmental Justice Institute
Oakland Mayor's Commission on Aging
Inner City Farmers Market Association
Mandela Foods Cooperative
Neighbors Market
Northgate Terrace

Geographic Area Served: Oakland and area within 170 mile radius

Number of Farmers/Ranchers Served: Nine are involved in plan development; the plan will potentially reach and serve over 50 farmers within the 170 mile radius of Oakland

Project Scope:

Identify emerging urban markets and develop a marketing (product delivery) plan for disadvantaged producers to supply inner-city markets identified by Mandela MarketPlace.

Status of Project: Current

Criteria and Evaluators used to evaluate the success of the project:

Project Deliverable: Marketing Plan; Surveys, interviews, reports based on pilot testing of marketing plan that document successes/challenges and recommendations.



Risk Management Education for Michigan's Multicultural Agricultural Producers

**Morse Brown, Project Manager
Michigan Integrated Food and Farming Systems (MIFFS)**

Target Audience:

Women, African Americans, Hispanic Americans, Native Americans

Project Partners:

The Farm Research Cooperative
The Southern Michigan Agriculture Research Team
Michigan State University
Michigan Partnership for Product Agriculture
The Natural Resources Conservation Service
Risk Management Agency
Rural Development
Farm Service Agency.

Geographic Area Served: Michigan, with special emphasis in Western and Southwest Michigan

Number of Farmers/Ranchers Served: 125+

Project Scope:

The long-term goals of this program are to:

- Help under served priority crop producers increase the economic viability of their farming operations. The incorporation of risk management tools and techniques into their business strategies will help to ensure that these under served producers will be better prepared to face the risks of farming and will therefore, be able to manage that risk and become more economically sustainable.
- Empower under served priority crop producers by providing technical assistance that will help them develop and stabilize their farm businesses.
- Enhance communication between Michigan's under served priority crop producers and risk management providers.
- Help under served priority crop producers understand what is available and utilize existing and emerging risk management tools so that they can make better management decisions.

Status of Project: Currently 75% completed



Criteria and Evaluators used to evaluate the success of the project:

Outcomes	Indicators	Evaluation Approaches
Target Producers have reduced financial risk through increased use of financial management tools	<ul style="list-style-type: none"> ➤ Improved recordkeeping ➤ Improved asset/liability ratio ➤ Farmers use business plans to secure commercial loans ➤ Farmers access web and other tools ➤ Farmers extend marketing seasons and thereby income producing periods by diversifying crops and/or using hoop houses. 	<ul style="list-style-type: none"> ➤ Interview Producers ➤ Examine farm records ➤ Survey producers after training and at end of project for use of tools
Target Producers understand importance of diversifying crops	<ul style="list-style-type: none"> ➤ Producers attend sessions on expanding seasons with unheated hoop houses. ➤ Producers attend sessions on fish farming. ➤ Producers include plans to diversify their farming operations in their business plans. 	<ul style="list-style-type: none"> ➤ Interview under served Producers ➤ Number of under served producers including hoop houses and/or fish farming in their business plans. ➤ Survey producers after training and at end of project for use of tools
Targeted Producers enhance marketing	<ul style="list-style-type: none"> ➤ Producers extend their marketing seasons by diversifying the crops they market. ➤ Producers include in their marketing plans new niche marketing strategies 	<ul style="list-style-type: none"> ➤ Interview Producers ➤ Review marketing plans
Increased and more positive interaction between targeted producers, USDA and other farming infrastructure organizations	<ul style="list-style-type: none"> ➤ Number of Producers contacting farm agencies (NRCS, FSA, RD, RMA, etc.) ➤ Number of Producers participating in farm agency programs ➤ Number of Producers joining farmer organizations 	<ul style="list-style-type: none"> ➤ Interview producers, agency representatives ➤ Data provided by USDA agencies on participation of underserved minority producers ➤ Data collected by RMA staff for RMA reports
Increased use of web based tools and other marketing approaches	<ul style="list-style-type: none"> ➤ Number of producers participating in other offered web training and web development activities ➤ Number of producers signed up on MIFFS Marketline web site 	<ul style="list-style-type: none"> ➤ Interview Producers ➤ Monitor website
Spanish-speaking producers are able to understand and use more risk management tools because they are in Spanish.	<ul style="list-style-type: none"> ➤ Completion of translation of hoop house training materials ➤ MIFFS website translated into Spanish ➤ Ag business management course and web use training provided in Spanish. 	<ul style="list-style-type: none"> ➤ Number of hits on MIFFS Spanish web page. ➤ Number of Producers attending training ➤ Survey of producers understanding of risk management strategies provided through training.



Integrated Pest Management Training - Risk Management Program Targeting Minority and Disadvantaged Specialty Crop Producers: Expanding Regional Offerings to Ohio/Indiana Blueberry Producers

**John C. Wise, Project Manager
Michigan State University**

Target Audience:

Women, African Americans, Hispanic Americans and other underserved clientele

Project Partners:

Ohio State University Extension

Purdue University Extension

Michigan Blueberry Growers Association (MBG)

Geographic Area Serviced: Michigan, Ohio and Indiana.

Number of Farmers/Ranchers Served:

In Southern Michigan – 7 counties: Overall impact includes 2,830 farms operated by 2,972 females; 148 farms operated by 161 Latino producers; 48 farms operated by 58 African-Americans. Farms directly benefited by this project are 84, operated by 252 blueberry producers.

At MSU Trevor Nichols Research Complex in Fennville, MI, with the 10-week Blueberry IPM Scout Training program we have trained one-hundred and ten growers and farm workers. Due to an increasing demand, we are planning our 2007 Blueberry IPM Scout Training to start in mid-February.

Indiana - 14 counties: Overall impact includes 4,378 farms are operated by 4,496 female producers

102 farms operated by 104 Latino producers

11 farms operated by 14 African-Americans producers.

Potential number of blueberry farms in Indiana benefited by this project is 85

Farms directly benefited is 52, operated by 152 blueberry producers

The first two-day Blueberry Intensive IPM Scout Training was held at the Pinney Purdue Agricultural Center in Wanatah, Indiana. Of the Fifty farmers registered for the program, twenty-five growers (6 Caucasian women and 19 Caucasian men) completed the training. There is a great potential for more trainings in the Indiana area.

Ohio -27 counties: Overall impact includes 9,849 farms operated by 10,364 female producers

411 farms operated by 449 Latino producers

31 African American producers operate 31 farms. Potential beneficiaries of this project are 127

blueberry farms operated by 381 producers.



The first two-day Blueberry Intensive IPM Scout Training was held at the Ohio State University South Centers in Piketon, Ohio and 35 growers (7 Caucasian females; 1 Latino man and 27 Caucasian males) were trained. As we finished our 2006 training growers who could not attend it were already asking when and where they could come to take a next training.

The potential benefits of this Tri-State project may reach 17,832 females, 914 Latino and 103 African-American producers. Direct beneficiaries of this project could be up to 785 producers involved in blueberry production in this tri-state region.

Project Scope:

To offer Risk Management training programs to minority and underserved blueberry producers in partnership with small fruit specialists and Extension educators from Ohio State University and Purdue University.

In order to better accommodate the particular needs of the blueberry industry in the collaborating states, the existent Blueberry Integrated Pest Management (IPM) training curriculum was modified.

Status of Project:

The program has concluded. To date, the Michigan and Indiana trainings have concluded, and the final Ohio Hands-on Training event took place on July 20, 2006.

Criteria and Evaluators used to evaluate the success of the project:

The outcome of the program is evaluated using the Logic Model (UW EX-Cooperative Extension, E. Taylor-Powell by Bruce Haas, MSU Extension, 2002) as a means to measure the outcomes/impacts of educational programs.

Two types of evaluations were performed to measure the outcomes of the program. A short-term evaluation conducted immediately after the lecture session to measure changes in awareness, knowledge, clarity of wording, and topic relevance. Their interest with this evaluation is to know if the wording is understandable by all trainees and to let them know if the topic is relevant to producers. Also, it is a means for producers to let them know what they would like included, and what they don't like. Therefore, through this evaluation we have been able to improve their presentations and to add new topics to their training program.

Changes in behavior, application of knowledge, attitudes and skills are measured with a mid-term evaluation conducted one year after the training. The purpose of this evaluation is to learn if the trainees applied what was taught in their blueberry production units. They wait one year because while they are in training the blueberry season is happening, making it too soon to evaluate changes in behavioral agricultural practices, attitudes toward new concepts such as the IPM philosophy and knowledge acquired in our training. This evaluation is the most important tool they have for this training. It gives them an objective measure of the impact of their training on a before and after scale, addressing the issues of production costs due to an integrated pest management, greater yields and an increase in fruit quality and income. They also evaluate changes in attitude toward persons of other races, and changes in understanding other mores and customs of cultures other than mainstream.



Hydroponics Enterprise Education and Training

Edward P. Bergheger, Project Manager
Microfarm Sustainable Research & Education

Target Audience:

Agricultural producers in Oregon and Washington, women, limited resource, socially disadvantaged, and other traditionally under-served producers.

Project Partners:

Indoor Garden Center (Hydroponic Merchant)
Oregon Dept of Agriculture, Marketing Div.
Oregon State University Extension Service
Risk Management Agency
Rose City Wholesale (Hydroponic Merchant)

Geographical Area:

Primarily the States of Oregon and Washington, with participants also coming from Idaho, Montana, Nevada, and California.

Number of Farmers/Ranchers Served:

This year's project will directly reach another 90-100 participants. While only 37% of Oregon's farm operators are women in the 2002 Census of Ag, around 40-45% of participants were women, many traveling alone or in groups for several hundred miles to reach the seminars.

Project Scope:

The project builds on an existing effort that began in 2002 to provide limited-resource, under-served agricultural producers with the knowledge, skills, and tools to succeed in growing high-value crops in a hydroponic environment. Microfarm wants growers to understand the advantages and usage of hydroponic growing in a commercial context and the market possibilities of growing priority commodities and specialty crops this way.

Weather has always been a concern for farmers throughout the world. Concerns about water, fertile land availability, fuel costs, and environmental issues have all affected the agricultural sector. Hydroponics, or soilless growing, either for family use or commercially, has been in general use throughout the world for generations. With its ability to produce large quantities of high value crops on small acreages, using 90% less water and eliminating herbicides while reducing other inputs, hydroponics is an excellent match for the small acreage producer.

However, those who have had some exposure to hydroponics still hold many misconceptions. Most come to their seminars with the idea that hydroponics is complicated, expensive and beyond their abilities. Thankfully, those leaving the current series with their hydroponic kit have told us, "I can do this!" Microfarm feels they have been successful in demystifying hydroponics. In addition, by increasing the general community awareness of hydroponics as a valuable, sustainable tool in agriculture, they have been counteracting the widely held view of hydroponics as just a way to grow



illegal crops. By increasing general awareness, they have encouraged more producers to consider hydroponics as a way to increase income and to increase customer demand for hydroponically produced products.

Status of Project:

Three training sessions in hydroponics were scheduled this year in Canby, Oregon, Chehalis, Washington, and Salem, Oregon. The Salem, Oregon seminar, scheduled for September 2006, will again be limited to 50 participants due to room size. Those unable to attend will be added to our mailing list for notification of future seminars.

Grower consulting has been on going by phone and email since their first 2002-2003 seminars. During this year, several individuals asked for visits to their sites to help them set up their systems. And several have informed Microfarm of their entry into commercial production.

A hydroponic display will be presented at the Oregon State Fair at the end of August 2006. The management of the Fair again waived the booth rental fee and gave a double booth due to the impact that hydroponics could have on agriculture and Oregon's economy. Microfarm will have several growing systems demonstrating how hydroponics works and how it can be done. People should leave the booth with a clear idea of what hydroponics is and what it can do. Knowing the interest generated by this informational booth last year, they intentionally scheduled a hydroponic training seminar in Salem for September 23, 2006, after the Fair's close.

A DVD will be ready by the end of September covering the seminars for those who could not attend or who would like something to refer back to. In addition, marketing aids have been developed for the commercial growers.

Criteria and Evaluators used to evaluate the success of the project:

Using information from seminar evaluations and follow-ups, it was found that about 20% of the seminar attendees are growers, both commercial and hobby. The majority of them are considering the addition of hydroponics to their agricultural operation. A smaller percentage have said that they came to the seminar only wanting to grow for themselves, but left considering the option of developing hydroponics into a commercial enterprise. This is an indication that the seminar program is a successful presentation of hydroponics as a viable agricultural enterprise.



Bringing Risk Management Tools to Organic and Sustainable Farmers

**Faye Jones, MOSES Executive Director
Midwest Organic and Sustainable Education Service (MOSES)**

Target Audience:

Women, limited resource, socially disadvantaged producers

Project Partner:

River Country Resource Conservation and Development, Inc.

Geographic Area Served: Wisconsin, Minnesota, and Iowa

Number of Farmers/Ranchers Served:

Initial plans were to impact 1985 farmers. To date, 2734 farmers were served directly through this agreement, several hundred more have accessed programming through web activity.

Project Scope:

The *Bringing Risk Management Tools to Organic and Sustainable Farmers* project was designed to use a diversity of outreach and education methods to bring valuable information about organic production and farm system management to new, existing, underserved and small-scale farmers in Wisconsin, Minnesota and Iowa. This project relies on several mechanisms to bring tools useful in managing risk to this group of farmers. Products include: * Outreach through a media and education campaign, *Help Wanted: Organic Farmers*, which puts basic information about organic production, certification and marketing directly in the hands of farmers; *Support of focused information dispersal through the *Upper Midwest Organic Farming Conference* and *Organic University*; *Support of the young *Midwest Organic Tree Fruit Network*, offering peer learning and exposure to research and other expertise on organic tree fruit production; *Support of the *Midwest Value Added Conference*, offering information important to strengthening farm business, record keeping and financial information to farmers in WI, MN and IA.

Status of Project:

Through the *Help Wanted Organic Farmers* initiative over 140 informational packets have been sent to individuals interested in starting up or transitioning to organic production. An average of 15 phone calls are fielded per week from farmers with questions involving organic production. A new staff person has been added to the MOSES staff specifically to offer production and transitioning expertise, and an 800 number set up to allow easy access to the new MOSES Outreach Specialist. They are in the process of doing follow up phone calls to served farmers to assess the impact of our outreach to date and to assess further need. Names and addresses have been collected so that invitations to upcoming trainings and events can be extended, and responses tracked. An updated series of Organic Fact Sheets will be produced and available for distribution through both the web and hard copy.



Between February 23 and 25, 2006, 2250 individuals (1750 farmers) attended the Upper Midwest Organic Farming Conference (UMOFC) and 395 individuals (360 farmers) attended the Organic University (OU) in La Crosse, WI. Sixty 90 minute workshops and nine day-long educational sessions were held. Organic food was served, and a trade show offering 129 educational and business related booths were hosted. Evaluation responses were overly positive for both events, with comments on the quality and openness of speakers, usefulness of the information presented and value of networking opportunities. Workshop and OU sessions focused on improving organic production practices, enhancing marketing opportunities and impact, understanding organic certification issues and more. Several evaluation comments noted that participants were taking home information that would be well used and valuable in making changes on farm operations.

Through the *Midwest Organic Tree Fruit Network* 205+ farmers and others have participated in field days, an active electronic listserv and contributed to newsletter articles on organic tree fruit issues. Field days have offered unique views into successes (and failures) from real working fruit operations in a challenging industry. Discussions at both events and on the listserv have been lively and fact filled, with active participation and contributions from researchers and university specialists. Comments reveal true appreciation for the access to hard to find information on insect and weed control relative to the unique Midwestern climate for organic tree fruit production. All activities for the Network will be ongoing.

The *Midwest Value Added Conference* provided 29 educational workshops to 209 individuals (167 farmers) about improving market diversity, access and marketing skills in late January 2006. Comments from evaluations noted the value of presentations, including an appreciation for the amount of “take-home to use” information. Workshops covered topics such as creating a web presence, understanding product pricing, successful direct marketing approaches and many others. The Conference focused on strengthening farm business systems and marketing tools.

Criteria and Evaluators used to evaluate the success of the project:

Evaluations have been collected at all in-person events and collated to assess project impact. Respondents indicate that they have learned new tools and have gained access to new resources that will strengthen their farming operations and make them less susceptible to risk. Both the *Help Wanted* Initiative and the *Tree Fruit Network* initiative will be doing follow-up calls or written surveys to further assess the impact of the project as a comprehensive tool to enhance risk management skills.



Risk Management Training and Technical Assistance to Minnesota's New Immigrant Farmers

**Chris Morton, Project Manager
Minnesota Food Association**

Target Audience:

Southeast Asians/Hmong and Latinos/Hispanic

Project Partners:

Farm Service Agency – Minnesota Office of Outreach
Farm Service Agency – Minnesota Office for Loans
Risk Management Agency – Minnesota Office of Outreach
Natural Resource and Conservation Services – Minnesota Office of Outreach
University of Minnesota Extension Service
Various Hmong and Latino Mutual Assistance Agencies
Mexican Consulate – Minnesota Office
Archdiocese of St. Paul and Minneapolis
Minnesota Institute for Sustainable Agriculture
Land Stewardship Project
Sustainable Farming Association of Minnesota

Geographic Area Served:

Twin Cities Metro Area
200-acre farm in Marine on St Croix
15-acre farm in Chaska
Worthington, Minnesota
Owatonna, Minnesota
Long Prairie, Minnesota

Number of Farmers/Ranchers Served:

95 Hmong Farmers
30 Latino/Hispanic Farmers

Project Scope:

MFA is proposing to work at three levels:

1. Outreach to 75 Southeast Asian/Hmong and Latino/Hispanic new immigrant farmers who are already farming and selling their produce at farmer's markets
2. Train 60 Southeast Asian/Hmong and Latino/Hispanic new immigrant farmers who are already farming and selling their produce at farmer's markets on:
 - a. Health and Food Safety;
 - b. Crop Production Record Keeping;
 - c. Farm Financial Management



- d. Marketing:
 - i. Choosing Which Vegetables to Grow
 - ii. Setting Up Your Farmer's Market Stall
- 3. Provide technical assistance to 35 Southeast Asian/Hmong and Latino/Hispanic new immigrant farmers who are already farming and selling their produce at farmer's markets, working with them one-on-one at their production location and/or home

To help them evaluate whether what is being proposed is, indeed, as effective as they anticipate that it will be, MFA will establish "benchmarks" that will help them to see if they are going in the right direction, and the sufficient rate, or pace.

- ✓ Compilation of list of 100 new immigrant producers
- ✓ Completion of 75 Risk Management Assessments in the first 150 days of the project
- ✓ Development of four (4) training workshops by 180 days
- ✓ Offering two (2) of each of the four (4) training workshops by 240 days (some of them earlier)
- ✓ Thirty-five (35) of the new immigrant producers attend the training workshops
- ✓ Thirty-five (35) new immigrant producers are actively engaged in on-going technical assistance and support
- ✓ Year-end evaluation and report to Advisory Committee

Status of Project as of June 30, 2006:

- ✓ Compilation of list of 100 new immigrant producers

More than 100 new immigrant producers have been identified, and names have been entered into Excel spreadsheets.

- ✓ Completion of 75 Risk Management Assessments in the first 150 days of the project

One-hundred and thirty-six (136) Risk Management Assessments have been completed, and case files have been established for each of the farmers.

- ✓ Development of four (4) training workshops by 180 days
 - 1. Food Safety for Farmer's Market (in partnership with UofM Extension)
 - 2. Crop Production and Record Keeping (using MFA's *Breaking New Ground* curriculum)
 - 3. Financial Management and Record Keeping (using MFA's *Breaking New Ground* curriculum)
 - 4. Marketing for New Immigrant Producers (using MFA's *Breaking New Ground* curriculum)
- ✓ Offering two (2) of each of the four (4) training workshops by 240 days (some of them earlier)
 - 1. Food Safety for Farmer's Markets - delivered three times
 - 2. Know What You Did To Know What You Can Do – delivered two times
 - 3. Using Receipts to Make Money and Save Money! – delivered two times
 - 4. Marketing for Money! – delivered four times



Delta Fresh: Building Hope and Healthy Communities in the Mississippi Delta

**Dorothy Grady-Scarborough, Project Manager
Mississippians Engaged in Greener Agriculture**

Target Audience:

Small Limited Resource Farmers in the Mississippi Delta counties of Bolivar, Quitman and Holmes

Project Partners:

Mound Bayou Sweet Potato Cooperative – Roger Morris and other cooperative members mentored new growers and provided storage facilities.

Heifer Project International – Roger Jones is the contact person. Bolivar and Holmes County have collaborated to support fruit, vegetable seed, and livestock initiatives. HPI has provided matching funds for this project.

Southern Sustainable Agriculture Working Group – Keith Richards provided technical support in marketing and sustaining agriculture.

Delta State University Center for Economic Development – Brent Hales provided evaluation and assisted in business and market planning.

Growing Power, Inc and Rainbow Farmers' Cooperative – Will Allen provided technical support, training and host workshops.

Mississippi State Extension Services – Provided cooking classes, livestock, and master gardener training for youth and community growers.

Mississippi Department of Agriculture – Pervi Green provided WIC, food stamp and Senior FMNP certification for new growers and promotions of Delta Fresh Program.

Lake Street Farm and Training Center – Owen Scarborough provided workshops and field trips for the community and technical support.

Dancing Goat Farm—provided technical support and training.

Geographic Area Served: Mississippi Delta

Number of Farmers/Ranchers Served: 31 Farmers/Ranchers

Project Scope:

The mission is to create a thoughtful and productive community of youth and adults from diverse backgrounds who work together to build sustainable food system. The community produces healthy food for residents of the community and state, provides leadership opportunities, and inspires and supports others to create change in their own communities in Mississippi Delta. Delta Fresh will link the production and consumption needs of residents in Bolivar, Holmes and Quitman counties. The program will inform people currently engaged in food production and train a core of youth with expressed interests in sustainable food production. Programming has addressed each of the areas of risk posed by the USDA Risk Management Agency through systematic engagement of consumers and producers.



This project had three primary goals:

1. To increase knowledge among producers in the targeted counties on how to implement and sustain farm management practices that promote the fiscal and operational solvency of their farms
2. To enhance the leadership capacity of the next generation of Delta producers by implementing a farm mentoring program for youth
3. To increase marketing opportunities for farmers in the targeted geographic area through a market basket project for area residents

Status of Project:

There has been an increase in vegetable production and several farmers are selling at County Farmers Market and u-pick weekly. 10 farmers have planted fruit and nut trees and vines donated by Heifer Project (HPI). Also MEGA membership has increased.

Criteria and Evaluators used to evaluate the success of the project:

The evaluation plan will include collection of quantitative and qualitative data to assess the process and product outcomes of the project. Dr. Brent Hales will serve as the project evaluator. The project director will work with the evaluator to provide timely feedback on information provided from the evaluation process. The project director will also use process data generated at the end of each quarter to implement continuous quality improvement measures. Such participation will facilitate the development of a successful venture and quality evaluation and report generation.

This evaluation will focus on data gathered from October 2005 through September 2006 on the training, technical assistance, food production, and youth internship program. In addition, data collected on the market basket component. Detailed qualitative data collected on each participant's experience to determine their experiences with the program. Additionally, quantitative data will be collected that examines: the farmers' transitions to produce production; the amount of land, man-hours, yield, and time spent on produce production; the farmers' perceptions of the success of the project; the overall change in farming practices; and the progress made toward the goals of the group. The proposed will be accomplished through aggregated data collection on the following:

1. In-depth interviews will be conducted with farmers to discuss utilizing qualitative methods of data gathering.
2. Evaluative reports generated that discuss the general findings.
3. Examples, quotes, and sidebars utilized from the qualitative data that provide depth and scope to the quantitative data.
4. Final analysis will be compared to the preset goals.
5. Recommendations provided for greater project success. These recommendations generated from participants, leaders/coaches, and from the reviewer.

Additionally, the objectives for the project will serve as benchmarks for measuring progress towards each of the intended goals of the project.



**Risk Management Estate Planning Education:
“Planning for the Passing of Agricultural Reservation Land to Avoid
Further Fractionation under the
American Indian Probate Reform Act of 2004 (AIPRA)”**

**Marsha A. Goetting, Ph.D., CFP[®], CFCS, Project Manager
Montana State University**

Target Audience:

Native Americans

Project Partners:

The following partners were involved at the beginning of the project: Idaho Reservation: Fort Hall. Montana Reservations: Blackfeet and Fort Belknap. Montana State University (MSU) Department of Agricultural Economics and Economics; MSU Extension; MSU Department of Native American Studies; and University of Idaho Extension Service; State Bar of Montana. The following became “unofficial partners” as the project has progressed: Institute for Indian Estate Planning and Probate and Indian Lands Working Group.

Geographic Area Served: Blackfeet Reservation in Northwestern Montana; Fort Belknap Reservation in Northcentral Montana; Fort Hall Reservation in Southern Idaho.

Number of Farmers/Ranchers Served: As of July 2006, approximately 148.

Project Scope:

This project is providing Indian agricultural producers on the aforementioned reservations with the knowledge, skills, and tools necessary to make informed risk management decisions about estate planning under the new AIPRA law. The goal is to avoid further fractionation of land that is so important to their livestock and grain operations.

Status of Project:

University and reservation faculty attended an educational training and planning session in December 2005 in Bozeman, Montana. They determined that an educational packet of fact sheets that would explain AIPRA should be developed. As of July 2006, 14 fact sheets are under legal review by Seattle University School of Law. Additional non attorney reviewers of the fact sheets include: Kristen Ruppel and Jim Burns, MSU Native American Studies Department; a representative from the Office of Special Trustee; [James Johnson, an Economist; Joel Schumacher, Research Assistant; Angie Dangerfield, MSU Administrative Assistant, Keri Hayes, MSU Publications Assistant, all with the MSU Agricultural Economics and Economics Department.]

Titles of the 14 fact sheets are:

1. What is AIPRA and how it affects you?
2. Fractionation: Inherited undivided interests.
3. How reservation land is owned by individuals.
4. Your Individual Trust Interest (ITI) report: How to read it.



5. Who is eligible to inherit your trust land to retain trust status?
6. Your individual trust interests of **5% or more**: What happens to them if you pass away without a written will?
7. Your individual trust interests of **less than 5%**: What happens to them if you pass away without a written will?
8. What is a life estate?
9. Writing a will
10. Purchase options at probate
11. Partitioning (consolidating) an allotment during probate.
12. Ways to avoid further fractionation of reservation land.
13. Your Individual Indian Money (IIM) account: What happens to your money if you pass away without a written will?
14. Definitions

In May 2006, approximately 65 Blackfeet farmers and ranchers attended an AIPRA introductory workshop during the Blackfeet Grazing Seminar. An additional 30 individuals attended the two in-depth workshops provided by Tamara Birdsbill, MSU Extension Undergraduate Student Assistant (enrolled member of the Blackfeet) and Marsha Goetting, Project Director. Ms. Birdsbill has a list of 50 tribal members who requested the fact sheets as a result of her display during Blackfeet Days in March.

Three members of the Fort Hall reservation attended a seminar taught by Carolyn Pabewena University of Idaho Undergraduate Student Assistant (enrolled member of the Shoshone-Bannock) and Marilyn Bischoff, University of Idaho Extension Family Economics Specialist.

During the month of August the Native American Extension Undergraduate Student Assistants on the Fort Belknap and Blackfeet reservations in Montana and Fort Hall reservation in Idaho will be teaching additional workshops on their respective reservations. PowerPoint presentations have been developed for the Extension Reservation Agents for their AIPRA presentations.

Educational newspaper feature stories explaining AIPRA will be developed once legal approval has been obtained for the fact sheets as the content will be utilized for the newspaper articles.

Criteria and Evaluators used to evaluate the success of the project:

Because the American Indian Probate Reform Act was effective on June 20, 2006, reservation residents are keenly interested in the topic. Attendance at meetings is one method that will be used to evaluate success of the program.

Other ways to evaluate the program will be the number of feature articles printed in the local newspapers, newsletters, and aired over the radio. In addition, the number of readers who requested the educational packet as a result of reading the features in the newspaper, newsletters, or listening to a radio program will be tracked.

Once the packets are made available evaluations will be sent to those who receive them to assess what actions they took as a result of participating in the educational program.



Diversity Strategies for Limited Resource Farmers and Rural Families

Mr. Johnnie Jones, III, Project Manager
The North Carolina Coalition of Farm and Rural Families

Target Audience:

The focus of this project was to reach over 100 small, part-time, limited resource farmers tobacco growers who no longer planned to grow tobacco and needed assistance in identifying profitable alternative enterprises for both on and off the farm income and the integration of AGR-Lite as a whole-farm risk management plan.

Project Partners:

USDA Agencies—RMA, NRCS, FSA, Rural Development
NC Department of Agriculture
Twin Rivers Farmer Cooperative
CMC Farmer Cooperative
NC A&T State University
Fayetteville State University
North State University

Geographic Area Served: Portions of Southeastern and Northeastern regions of North Carolina which included the following counties: Alamance, Bertie, Columbus, Duplin, Edgecombe, Granville, Halifax, Harnett, Hertford, Johnston, Lenoir, Martin, Nash, Northampton, Person, Pitt, Robeson, Sampson, Wake, Warren, Wayne and Wilson counties.

Number of Farmers/Ranchers Served: 100

Project Scope:

To identify profitable alternative enterprises for both, on and off the farm income, for former small, part-time, and limited tobacco growers, producers and rural families.

Status of Project: Extended

Criteria and Evaluators used to evaluate the success of the project:

Criteria included Cluster Group Leaders Leadership Training, Cluster Group Meetings, Agribusiness Conference and Best Management Practices Workshops. The effectiveness of the aforementioned was evaluated by surveys, observations, and documentation of the following:

1) Adoption of financial, production, and marketing risk management strategies; 2) Increased use of services provided by federal and county agencies (CES, FSA, SEC, and NRCS) and crop insurance agencies; 3) Implementation of new farm practices; and 4) Participation in programs, commodity meetings, workshops, and tours offered by public and non-profit agricultural agencies.



Expansion of Continuation of Delivery of Agricultural Risk Management Training and Outreach to Small Farmers in Florida

**Dr. Samuel W. Scott, Project Manager
North South Institute**

Target Audience:

Women, African-American, Farmers-in-the Middle/Transiting Caucasian Farmers, and New American (Immigrant) Farmers/ from Central and Latin America, Caribbean, Haiti and Africa

Project Partners:

(a) Primary Recipient Partners

Southwest Broward Vegetable Growers Association (SBVGA)
Newberry Development Outreach Corporation (NDOC)
New Panhandle Farmers Corporation/North Florida Small Farm Cluster (NFSFC)
South Florida Hispanic Small Farm Cluster (SFHSFC)

(b) Strategic and Network Partners

USDA/RMA/Valdaota-GA/RO
USDA/RCBS
Town of Davie
Broward County Farm Bureau
Mississippi Association of Cooperative
Mississippi Small Farm and Agribusiness Development Center/ASU
TREC/IFAS, Homestead, University of Florida
Extension/IFAS, Palm Beach, Broward, University of Florida

Geographic Area Served:

The project serves farmers in the following counties in Florida: Dade, Broward, Palm Beach, Okeechobee, Glades, Henry, Hillsborough, Orange, Marion, Alachua,, Gilchrist, Lee, Jackson, Gasden, Washington, Holmes and Madison

Number of Farmers/Ranchers Served:

The project currently serves 113 farmers. Since the inception of the project sixty (60) African-American farmers, ten (10) Caucasian farmers, and twenty-five (25) Hispanic farmers have been registered. There are twenty (20) female farmers registered in the program.

Project Scope:

The proposed project uses the combination of fourteen (14) non-insurance risk management training models for direct outreach and education to the selected farmers. The project focuses on outreach support to farmers to mitigate the following elements of risk using the models shown:



Types of Risk	Technical Outreach Support Provided
Production risk	<ul style="list-style-type: none"> • pest mapping & safe use of pesticide • small farm pesticide certification • enterprise planning & diversification
Marketing risk	<ul style="list-style-type: none"> • cooperative development & marketing • market planning & direct marketing • value-added marketing
Operational risk	<ul style="list-style-type: none"> • labor planning • labor placement & management
Financial risk (record keeping)	<ul style="list-style-type: none"> • Farm Planning • Enterprise budgets/costing & pricing • cash flow management & farm budgeting • farm records/farm enterprise re-investment & debt/loan management
Financial Risk (tax)	<ul style="list-style-type: none"> • tax planning and documentation: developing and using of tax records when farm records are not available
Legal risk	<ul style="list-style-type: none"> • Use of wills, estate planning, land and farm purchasing

Status of Project:

- Conducted forty-five (45) listening sessions with One Hundred and Thirteen (113) farmers on risk management issues
- Contact made with representatives of the South-Dade Cluster (35), North-Central Florida Cluster (10), North Florida Clusters (11) and the Southwest Broward Vegetable Cluster (27)
- Conduct one major symposium with farmers trained by over 14 subject matter specialists in the various areas
- Three (3) echo- training sessions with South Florida Farmers in the area of risk management after hurricane damages
- Three (3) echo workshops in North-Central Florida and North Florida
- Two Cooperative Training Sessions with Hispanic Cluster
- Completed thirty-five (35) weekly extension field visits
- One group workshop used as training sessions to achieve information sharing in cooperative leadership and development, and financial risk
- Distributed (141) pieces of risk management material, (110) symposium workbooks with (9) sets of training materials, and agribusiness material documents
- Trained (25) farmers in developing simple marketing plans
- Develop on cooperative technical and marketing feasibility study
- Arrange for marketing program with specialty distributor for calabaza squash (pumpkins) for North Florida farmer
- Over 19 farmers participated in formal training of the General Core Pesticide Training
- Introduce ten (10) agribusiness management tools/business templates to selected farmers



- Development of seven (7) risk management guides and fourteen agribusiness management tools for preparation of launching of website
- Farm Park (53 acres for \$11 million) in Davie purchased by the Town of Davie with the Institute and Farmers assisting the collaborate effort in securing, County and State funding.
- Farm income stabilized with farmers supplying specialty products to brokers and selling directly to supermarkets and restaurants

Criteria and Evaluators used to evaluate the success of the project:

- Number of farmers attending listening sessions and training workshops
- Verification of the reduction of the number of farmers relying on federal disaster payments
- The number of farmers that have developed farm and marketing plans
- The number of farmers that have diversified their farming operations
- The number of farmers participating in estate planning
- The number of farmers engaged in workshops on legal and labor planning practices affecting farming operations.



Tierra de Oportunidades

Eric Toensmeier, Project Manager
Nuestras Raices

Target Audience:

Hispanic Americans

Project Partners:

Bauzá and Associates Hispanic Marketing

Geographic Area Served: Greater Holyoke Massachusetts

Number of Farmers/Ranchers Served: 400+ potential farmers

Project Scope:

Outreach and training program to assist new farm start-ups, targeted largely at residents who grew up on farms in Puerto Rico and came to the area as farm workers.

Status of Project:

Winter course and outreach successfully completed, new crop of farmers working the land.

Criteria and Evaluators used to evaluate the success of the project:

Number of farmers completing course and receiving technical assistance, participant evaluation of trainings and TA, focus group evaluation of Tierra de Oportunidades program by outside consultant.



Plasticulture Using Compost-Amended Soils to Minimize Risk for Small and Socially Disadvantaged Farmers

**Willard Tillman, Project Manager
Oklahoma Black Historical Research Project, Inc.**

Target Audience:

Small and socially disadvantaged farmers, which includes women, African-Americans, Native Americans and other ethnic groups

Project Partners:

USDA NRCS, FSA and RM agencies, community-based organizations, Langston University, Oklahoma State University, the Noble Foundation and the Wes Watkins Agricultural Research and Extension Center

Geographic Area Served: Seminole, Carter, Garvin, Choctaw, Okfuskee and Woodward Counties in Oklahoma

Number of Farmers/Ranchers Served: 900

Project Scope: To use Plasticulture to minimize the risk involved in crop production.

Status of Project: On-going

Criteria and Evaluators used to evaluate the success of the project:

The success of the project is measured by greater yields and production of crops during drought conditions using compost and Plasticulture systems, which allows irrigation to be used, versus traditional row crop production.



**Risk Management, Outreach, Assessment
and Technical Assistance Project
for Limited Resource Immigrant Farmers**

**Ernest Leonard, Project Manager
Opening Doors, Inc.**

Target Audience:

Hispanic, Slavic, Hmong, Laotian, Mien and Vietnamese farmers

Project Partners:

Soil Born Farm, Sacramento

Stone Soup, Sacramento

Economic Opportunity Center, Fresno

Lao Khmu Association, Stockton

Lao Family Community, Merced

Health Education Council, Sacramento

Geographic Area Served: Sacramento, San Joaquin, and Yolo Counties

Number of Farmers/Ranchers Served:

192 Vegetable growers

53 Strawberry growers

Project Scope:

To provide risk management, outreach, assessment, compliance, and technical assistance to the limited resource and small immigrant farmers in Yolo, Sacramento, and San Joaquin Counties. In 2006, they are developing a simplified record-keeping workbook to help farmers keep track of their income and expenditures. They can then use this information to get help to prepare financial statements in the FSA Farm Family Record Books. ODI has also developed marketing merchandising kits and training to help growers improve their sales at farmers' markets and other direct sales venues. Also, ODI provides workshops and training on crop selection and timing and regulatory compliance.

Status of Project:

ODI completed their record-keeping workbooks and they are being distributed to the farmers along with instructions on how to use them. The Marketing merchandising kits are currently being tested in the field. Risk management and compliance workshops and trainings are provided as needed.



Criteria and Evaluators used to evaluate the success of the project:

1. Deliverables:
 - A. Develop farm recordkeeping training program using FSA Form FmHA 432 – 1 (Rev. 7-94) journal and ledger systems.
 - B. Assess farmers’ market assistance needs
 - C. Develop farmers’ market marketing kits.
 - D. Conduct six farm recordkeeping workshops for 30 farmers
 - E. Provide direct consultation to 30 farmers on farm recordkeeping and regulatory compliance
 - F. Provide direct consultation to 30 farmers on farmers’ market marketing and merchandizing
 - G. Continue Sacramento Hmong radio outreach
2. The criteria used for the success of the project include:
 - A. The number of producers served.
 - B. The rate of adoption of the record-keeping and marketing systems.



Certification and Compliance: Minority Farm Sales to the Food Service and Hospitality Industries

**Dorathy E. Barker, Project Manager
Operation Spring Plant**

Target Audience:

African Americans, women, limited resource farmers

Project Partners:

NC A&T
South Carolina Partner Outreach Coordinator
Virginia State Univ
Virginia Extension Agents

Geographic Area Serviced: North Carolina (coastal and region K), South Carolina (underserved counties) and Virginia (underserved counties)

Number of Farmers/Ranchers Served: 150

Project Scope: Rural and regional

Status of Project: Ongoing

Criteria and Evaluators used to evaluate the success of the project:

During the duration of the project, personnel will be brought into the project and will be drafting the survey instruments that will be used among farmers, government and industry personnel. By month one, year one, the survey instruments will be finalized; survey administration will begin and focus meetings with the farmers, government officials and tourism and government sectors and further analyze the outcomes of surveys done.



On the Road to Viability: Meeting the Risk Management Needs of Small, Limited Resource and Minority Producers

**Lorette Picciano, Project Manager
Rural Coalition/Coalición Rural**

Target Audience:

African American, Asian, Native American, Latino, Women and other limited resource farmers

Project Partners:

Rural Coalition/Coalición Rural, Washington, DC

CASA del Llano Hereford, Texas.

Homeworkers Organized for More Employment (HOME) located in Orland, ME

Intertribal Agriculture Council, located in Billings, MT

Land Stewardship Project (Minnesota)

Markham Center (Montpelier, VT)

Minnesota Food Association (MFA) (Minneapolis, MN)

Minority Agriculture Producers Cooperative (Weslaco, TX)

The National Center for Appropriate Technology (NCAT) has offices and staff in Butte, Montana, Fayetteville, Arkansas and Davis, California.

Rural Advancement Fund (RAF) (Orangeburg, SC)

United Farmers USA, (Manning, SC)

Operation Spring Plant (North Carolina)

National Hmong American Farmers, Inc. (Fresno, California)

Growing Power (Wisconsin, Alaska and Illinois)

The National Immigrant Farming Initiative (NIFI)

The Farmworker Association of Florida, Inc.,

The New Farmer Development Project (New York, NY)

Geographic Area Serviced:

Geographic areas served by members: TX, ME, MT, AZ, OK, OR, MN, VT, AR, CA, SC, NC, WI, IL, FL, NY.

Number of Farmers/Ranchers Served:

700

Project Scope:

The Rural Coalition, an alliance of small and minority farm organizations, and its numerous and diverse community-based organization partners representing African American, Asian, Native American, Latino, Women and other limited resource farmers propose to collaborate to expand our current *Guide to Record Keeping for Farmers and Ranchers* to cover disaster protection, and to produce, test and refine an integrated set of tools covering pre- and post-production planning, meeting certification standards, entering into contracts, preparing marketing materials and post-harvest evaluating economic and other related results for their farmers, their cooperatives and their communities.



Status of Project:

Ongoing

Criteria and Evaluators used to evaluate the success of the project:

Participatory empowerment evaluation will provide the framework for assessment of this project (Cousins and Earl, 1995; Fetterman, Kaftarian and Wandersman, 1996) with attention focused on processes and outcomes. Methods of evaluation data collection and analysis will be approved at the first meeting and will include document review and group discussions, with input solicited from participants and partners.

Data will be collected on the processes used in collaboration among the diverse partners and their interaction. The evaluation will assess completion of activities for each objective and whether intended results were achieved. The process will also identify challenges, successes and advances significant to outreach efforts. Sample questions will include:

- *Did the financial record keeping training result in better records kept by producers and an increase in the number who filed a Schedule F among farmers receiving training the second time and within groups where the training was offered for a second year?*
- *Did farmers feel better prepared to complete tax forms as a result of the training? Were farmers taking action such as securing crop insurance and NAP to prepare for disasters?*
- *Was an interactive marketing training tool established as a result of this project?*



Community Outreach and Assistance Partnership Program

**David L. Lee. Project Manager
Rutgers State University**

Target Audience:

Women in agriculture, underserved producers in the dairy and livestock industries

Project Partners:

USDA's Farm Service Agency
New Jersey Department of Agriculture
Northeast Organic Farming Association of New Jersey
University of Delaware

Geographic Area Served: New Jersey

Number of Farmers/Ranchers Served: 700 and counting

Project Scope:

Accomplishing project goals occurred through regional risk management meetings, one-on-one farm consultations and communication through newsletters and a newspaper supplement. Such goals included increasing the number of women producers and underserved producers in the dairy and livestock industries who participate in risk management programming, as well as increasing understanding of risk management tools and strategies. In turn, goals also included increasing the number of women producers and dairy and livestock producers who utilize risk management tools such as personalized risk management plans.

Status of Project: Active but nearing completion

Criteria and Evaluators used to evaluate the success of the project:

Meeting evaluations are utilized to gauge how well the regional risk management programming meets the needs of producers. Questions are geared towards assessing how the information impacts their individual farm operations and how this information increased their knowledge level. Additionally, producers are asked what changes they plan to make within their business operation based on being exposed to risk management education.



Regulation Compliance Education for California Latino Farmers

Mary Wollesen, Statewide Initiative Director
Sierra Joint Community College

Target Audience:

Latino producers in California

Geographic Area Served: California

Project Scope:

The Regulation Compliance Education for California Latino Farmers project will build on the substantial work completed in 2005 called *Regulation Compliance Education for California Farmers* funded by the 2004 Commodity Partnership for Risk Management Education program. (USDA 04-IE-0830-0165 project website <http://www.cdfa.ca.gov/exec/aep/aes/AgReg/index.htm> and Appendix page *Error! Bookmark not defined.*) SJCC will adapt the tools and lessons learned from this year's project to meet the needs of the many small and mid-sized Latino farmers who grow specialty crops and underserved commodities in California. By building on the tested and successful work already completed, they will efficiently use funds to create a new culturally and linguistically appropriate program to extend this critically needed education to large underserved population of Latino producers.

Changing rules and new regulations from multiple sources have become so complex that growers can no longer keep track of them much less create a systematic compliance plan that addresses them all. These regulations amplify the impact of production, marketing, and financial risk. Regulatory risk is proportionally greater for small and beginning farmers. Latino farmers have language and cultural barriers that compound the difficulty.

In 2004, the Commodity Partnership for Risk Management Education funded SJCC's collaboration to assist California growers to manage their regulatory risk. The partnership contracted with FACTS to create an Excel tool called AgComplyIT that California growers can use to identify which regulations affect their operations. They broadcast a workshop by satellite to more than 20 participating Ag commissioner offices and other venues about how state and federal agencies are working together to help growers comply with regulations and to introduced the tool to growers. Producers at each hosted downlink location then engaged in a facilitated discussion with officials to learn more about the regulatory environment in their region.

With funds from **the Community Outreach and Assistance Partnership 2005** program, they propose to extend the resource to Latino farmers throughout the state. However, a simple repeat of 2004 in Spanish won't work for this audience. They are much more likely to participate and use the tool if they are assisted on an individual basis by someone they trust to help them and educate them about farm business management challenges and risks. SJCC will use the funds applied for here to translate, culturally adapt, then train trainers to work directly with growers to work the tool and create their own compliance plan in Spanish. This is much more than a translation. In 2005-06, they will translate AgComplyIT and the supporting website into Spanish, then train extension people from a broad variety



of supporting organizations to sit down with Latino farmers and work through the process of identifying the appropriate regulations and creating a compliance plan. They will also provide guidance about how to culturally adapt the outreach strategy to the needs of this population.

The partners have proven that they can and will engage the attention and collaboration of agricultural membership organizations, and sister agencies. In combination with the distributed Small Business Development Centers that will anchor the trainings in each community, they can offer the train the trainer course to a very broad array of educators and agricultural service providers in our state including local non-profits, Cooperative Extension, Ag commissioner offices, other agencies, banks, and shipper packers who work with Latino farmers.

Components of the Project include:

- Translate the Questionnaire, the list of regulations, and the compliance plan portions of AgComplyIT and produce inventory of Spanish AgComplyIT CD's
- Create a curricula and guide materiel for train-the-trainer workshops
- Do outreach and marketing for train-the-trainer workshops
- Conduct four workshops
- Evaluate the results of the program

Status of Project: Project not complete.

Criteria and Evaluators used to evaluate the success of the project:

In total, 40 counselors from the various profit and non-profit support organizations and agencies will attend the 4 train trainer workshops distributed across the state. Each counselor can be expected to work directly with at least 10 Latino growers within 12 months to complete a regulation compliance plan using of the AgComplyIT tool. They will certainly work with additional non-Latino producers. Thus, SJCC can expect at least 400 Latino Producers to learn the value of a compliance plan and complete one as a result of this program in the first year. Of course the tool will continue to be useful in the same way for additional years and they can expect its use to grow. This depends on a continued updating of the information contained in the tool, but this appears likely based on agency enthusiasm to date.



Reducing Economic Risk of Underserved Specialty Crop Producers in Central Texas through Technical Assistance in Direct Marketing

**Andrew W. Smiley, Farm Marketing Program Manager
Sustainable Food Center**

Target Audience:

Specialty Crop Producers, including women and Hispanic Americans

Project Partners:

USDA-Risk Management Agency, Texas Organic Farmers and Gardeners Association, San Marcos and New Braunfels Farmers Market Association, Bee Cave Farmers Market, Austin Water Utility Center for Environmental Research, NCAT-ATTRA, Texas Cooperative Extension, Urban Harvest, Waco Farmers Market, Wimberly Farmers' Market, Brazos Valley Farmers' Market, World Hunger Relief, Inc.,

Geographic Area Served: Central Texas

Number of Farmers/Ranchers Served:

94 farmers directly through workshops, conference attendance, and consultations

Project Scope:

The project will assist limited resource farmers in Central Texas to manage risks associated with direct marketing. The objective is to provide technical assistance to at least 85 farmers in Central Texas and surrounding regions through a series of intensive workshops and personalized professional consultations in the areas of postharvest technology; signage, display and customer service; and business planning. Additionally, SFC will provide support for farmers to attend local, state, and regional training opportunities and conferences, and will work with farmers to participate as mentors to new and beginning farmers.

Status of Project:

SFC completed several aspects of the project, including successful workshops in postharvest technology and display, signage, and customer service. SFC was able to expand the number of farmers attending area conferences through group discounts and nonprofit rates. SFC's merchandising professional has completed the display and signage consultations, and their business planning associate is presently working closely with five farmers to complete their business plans. The project will be completed at the end of August.

Criteria and Evaluators used to evaluate the success of the project:

SFC is measuring the success of the project in terms of numbers served, economic impact, and participant responses on surveys. They track the numbers of participants in each aspect of the project and conduct formal written evaluations for each activity. They also asked farmers to chart the economic impact of various aspects of the project, but those responses are difficult to gather. As an added method of evaluation, SFC has begun telephone and in-person interviews with project participants to gather input.



Managing Risk through Community Assets: Bringing the Best of the Past into the Future

**Pati Martinson and Terrie Bad Hand, Project Directors
Taos County Economic Development Corporation**

Target Audience:

Small limited-resource, underserved, Hispanic, Native American and Female farmers and ranchers.

Project Partners:

USDA/RMA, First Nations Development Institute, Sustainable Agriculture and Food System Funders, New Mexico Economic Development Department, Oxfam America.

Geographic Area Served:

Taos and Northern, New Mexico

Number of Farmers/Ranchers Served:

Over 800 farmers and ranchers served through this outreach and education project as well as over 200 youth in keeping with bringing the best of the past into the future.

Project Scope:

This project seeks to assist small limited-resource, underserved farmers and ranchers with tools and services that enable them to increase income, maximize gains and minimize risks. The project will accelerate and expand opportunities to these producers in Northern New Mexico by increasing communication avenues and targeting additional resources to support RMA efforts.

This project builds upon TCEDC's strength in developing community owned assets that support and enhance community food systems by adding an exciting new venture. TCEDC will add a "Mobile Livestock Slaughter Unit" (MLSU) to the Taos Food Center Commercial Kitchen; the Greenhouse and Community Garden in an effort to reach out and target the ranchers in Northern New Mexico. Through these assets, TCEDC will demonstrate how these "critical tools" work toward completing a food system circle that will ultimately provide food security in rural communities. They will demonstrate how community assets act as a focus from which successful programs radiate out.

TCEDC's goals of nurturing partnerships and collaborations, which educate, inform and benefit limited-resource farmers and ranchers will be continued. Participant comments and evaluations from the 2004/2005 forums clearly indicated a need and desire to further discussion and dialogue particularly between elders and youth (Bringing the Best of the Past into the Future).

Key partnerships with First Nations Development Institute and the Sustainable Agriculture and Food System Funders will continue toward connecting potential funders with efforts of Native American, Hispanic and female farmers and ranchers.



Status of Project:

This project is on target with its goals and objectives outlined in the Statement of Work. Additionally, several activities and milestones were exceeded, as well as unexpected challenges met and overcome.

Criteria and Evaluators used to evaluate the success of the project:

TCEDC starts the evaluation process up front, with in-take forms on all participants in trainings and with clients who utilize their Food Center and Small Business support services. Thus, they can identify the ‘underserved’ criteria of farmers up front and can monitor the participation rates of this target population. They also compile monthly reports on participation in their programs, to provide ongoing reviews of participation compared to projected impacts of a project. Value-added agriculture impacts can be seen by the new businesses and production in the Taos Food Center, which is monitored monthly by TCEDC staff. More in-depth feedback on income, new business or risk management impacts are provided with qualitative surveys that follow training sessions and are compiled annually into end-of-the-year reports. TCEDC also seeks verbal feedback from partners and participants in our programs on a regular basis, including round-table discussions on issues such as what worked and what we should change from last year’s outreach program and guidance on the development of this years RMA outreach program. RMA’s partnership and involvement in this project is a welcome addition to provide expertise and input where needed.



Community Outreach and Assistance to Women, Limited Resource and Other Traditionally Underserved Farmers and Landowners in Georgia

**Will R. Getz and Marc A. Thomas, Project Managers
Team Agriculture Georgia (TAG)**

Target Audience:

Small, Beginning, Limited Resource Farmers and Underserved Landowners

Project Partners:

USDA RMA; USDAFSA; USDA NASS; USDA NRCS; USDA Rural Development; USDA APHIS; US Forest Service; Fort Valley State University; University of Georgia; Georgia Forestry Commission; Georgia Department of Natural Resources; Georgia Department of Agriculture; Georgia Department of Labor; Georgia Department of Human Resource-WIC Program; Ag Georgia Farm Credit; Georgia Organics, Inc.; African American Family Farmer, Inc.; Georgia Fruit & Vegetable Growers Association; Georgia Young Farmers Association

Number of Farmers/Ranchers Served: 160

Geographic Area Served: Georgia

Project Scope:

Team Agriculture Georgia's free workshops bring farm management, rural development, enterprise management, agricultural and conservation skills, and opportunity information to small, beginning, and limited resource farmers and community leaders. These workshops provide timely and relevant information that assist landowners and producers to become and remain financially stable as well as preserve natural resources for future generations. Exhibits are displayed from various agricultural and natural resource related agencies and organizations. The workshop sessions consisted of the following:

- A PRIMER for Selecting New Enterprises
- Choosing Direct Markets
- Field Grown Nursery
- Marketing Livestock for Small Producers
- Grass-Fed Beef
- Sustainable Natural Resources
- Organic Blueberries
- Aquaculture
- Poultry-Litter Transfer



Status of Project:

Team Agriculture Georgia is currently planning its second workshop for project period 2005. This workshop will be in Dublin, Georgia and is tentatively scheduled for October 24, 2006. This free workshop will consist of several breakout session topics on agricultural and natural resource related enterprises.

Criteria and Evaluators used to evaluate the success of the project:

Session Topics	Total # Attended	Comments
A Primer for Selecting New Enterprises for Your Farm	60	-Would like to see an example worked through -Very good session. Definitely a tool I will use -Received great information -Too generic -We have not began using our land for profit yet.
Choosing Direct Markets to Fit Your Farm	35	-Good session for growers -Useful Handouts -Excellent session and presenters -Presenter had lots of work for us to do at home -I learn how to sell my products in many different ways -Excellent but could have been covered in ½ hour -Excellent speaker but some material redundant
Marketing Livestock For the Small Producer	21	-Wanted more on goats -Very informative program
Grass-Fed Beef	36	-Wonderful great information -Love to hear more -Wonderful, handouts would have been useful -Speaker very informative -Several comments on excellent information and presentation
Sustainable Natural Resources	24	-Great information, very informative -DNR presentation was



		good
Organic Blueberries	18	-How to grow organic blueberries -Would like to grow organic blueberries -Very knowledgeable presenter
Best Management Practices for Ponds During the Spring	8	-Moderator observed good discussion and questions from the group
Small Farm Program Benefits	30	-All 3 presenters were very good with lots of information -This session was very useful -A better description of topics would made it clear that this was not for me -Good and to the point -Loan guy ok. No handouts. -Good info, but presented too quickly in a too fast manner. Scroggs of Rural Development was the best speaker
Bees for Pollination & Honey Production	28	-Excellent session and presenter. Definitely recommend this topic again



The Frontera Agricultural Risk Management (F.A.R.M.) Project

Omar J. Garza, Chairman
Texas/Mexico Border Coalition

Target Audience:

Traditionally underserved primarily Hispanic, farmer and ranchers

Project Partners:

The University of Texas-Pan American (UTPA), Prairie View A&M Cooperative Extension, Texas Cooperative Extension, and New Mexico State University. We partner with various USDA agencies including: Natural Resources Conservation Services (NRCS), Farm Service Agency (FSA), National Agricultural Statistic Service (NASS), and Cooperative State Research Education and Extension Service (CSREES). At the state level we partner with: Texas Animal Health Commission (TAHC), Texas Department of Agriculture (TDA), and Texas Department of Transportation (TxDOT). Other partners include Resource Conservation and Development areas (RC&Ds), some private organizations such as: Biofuels Energy Corporation from Raymondville, TX, Blackland Coalition from Temple, TX and Texas Farm Bureau. All of the 13 Risk Management workshops, thru the end of July 2006, were held within the service area of the TMBCCBO

Geographic Area Served: 56-county border region of Texas and New Mexico

Number of Farmers/Ranchers Served: 500 farmers and/or ranchers

Project Scope:

The F.A.R.M project is to help Hispanic producers survive by providing them with the knowledge, skills and tools necessary to make informed risk management decisions for their operation. The Texas/Mexico Border Coalition, with the help of the many different partners, has been able to successfully complete **13 of the 13 Risk Management** training events that were proposed in the project agreement. **Total participants** in the 13 Risk Management training events were **625 of which 500** were producers. Training events range from workshops, seminars, and educational workshops and cover topics that may be of concern to agricultural producers in that area to assist them in making sound Risk Management decisions to improve their operation. In addition the project has continued to develop an extensive **database** which numbers **over 32,000**. **The Internet/Computer Training Events** component of the project has achieved excellent results with **207 sessions with 1459** participants with about **85% of the total being Hispanic**. **The Outreach through Mail Outs and E-mail** has been very successful. They mailed out a total of **47,063** separate pieces of mail and emailed one TMBCCBO Newsletter to **240** agency people and producers.

Criteria and Evaluators used to evaluate the success of the project:

Use of an evaluation form developed by the TMBCCBO which serves as a guide to developing other training topics for future meetings and allows the CBO to insure that subjects are relevant to the audiences who are producers. This form has been used in about six of their training meetings and is extremely useful for future program development.



Agri-Tourism and Specialty Agri-Product Market Opportunity Enhancement for Southwest Indian Country

**Trent Teegerstrom, Russell Tronstad, and Tauhidur Rahman,
Project Managers
University of Arizona - Board of Regents**

Target Audience:

Agricultural producers (including Native Americans, Hispanic Americans and Women) in the following commodity areas: 1) Livestock, 2) Specialty crop, 3) Forage, 4) Other RMA “priority commodity”

Project Partners:

San Carlos Apache Reservation, U of AZ, Coop. Extension
Hualapai & Havasupai Reservations, U of AZ, Coop. Extension
New Mexico, Coop. Extension, Tribal Task Force
Diversity in Agriculture Conference
Navajo Nation, Division of Economic Development, Tourism Department
Southwest Marketing Network Conference
Arizona Reservation to Rail Program
Purnell Charley Navajo Translation
Walker River Paiute Tribe
AZ Farmers’ Direct Mkting. Assoc.

Geographic Area Serviced:

Arizona, New Mexico and Nevada including the following Tribal Nations (Hualapai, Navajo, San Carlos Apache, and the Nevada Paiutes)

Number of Farmers/Ranchers Served:

To date RME education has been provided to 707 participants through oral presentations and posters at workshops and conferences. A total of 19 presentations and one-on-one computer workshops were made by the co-project directors that focused on key management decisions for potential Agri-Tourism and Specialty Agri-Product Market Opportunities on existing and new operations. Of the 707 individuals attending both workshops and conferences, 64% currently operated an agricultural operation, while the remaining individuals consisted of Agribusiness professionals including Farm Credit, Wells Fargo, The Border Health Foundation, and the National Tribal Development Association as well as many State and Federal Government agencies personnel including Arizona Department of Land Management, U.S. Forest Service, FSA, USDA/RC&D and the BLM.



Project Scope:

The ultimate goal of this project is to improve the economic viability, livelihood, and quality of life of small Native American and other limited resource producers by building upon prior year's RMA Outreach project of joint agri-tourism and specialty agri-product market opportunities in Southwest Indian country.

While still in progress, the development of a dynamic website portal for connecting consumers to specialty crop and agri-tourism related producers (www.dfntp.org) and an *Agri-Tourism and Specialty Agri-Product Workbook* with 7 fact sheets that provide step-by-step instruction on everything from writing a business plan to financing alternatives are nearing completion. A supplemental DVD in the Navajo language is also underway that will include footage which complements the above *Workbook*, and individual interviews for individuals who have implemented some of the concepts in the workbook.

Status of Project: Will be completed on September 30, 2006

Criteria and Evaluators used to evaluate the success of the project:

Exit interviews and web comments of participants by project leaders and project partners.



Risk Management Education and Training for Spanish Speaking Farmers and Ranchers

**Jennie Popp, Project Manager
University of Arkansas - Fayetteville**

Target Audience: Hispanic farmers and ranchers

Project Partners: University of Arkansas

Geographic Area Served: Arkansas and Oklahoma

Number of Farmers/Ranchers Served: 55 farmers and ranchers served through training sessions; many more served through visits to website.

Project Scope: The eminent goal of this project is to develop a risk management education program that meets the needs of Hispanic agricultural producers in Arkansas. Successful completion of this project will include attainment of the following five objectives: 1) Work directly in AR and OK with Hispanic producers and other organizations targeting Hispanic producers to assess the extent of agricultural production and the risk management education needs of the Hispanic community; 2) Translate into Spanish their existing Risk Management Guide, augment the guide with new presentations created based on the results of objective 1; 3) Develop a companion web page in Spanish with all the information currently contained on their Manage your Risk web-site; 4) Hold risk management training sessions for Hispanic producers in Spanish and English; and 5) Provide networking opportunities for Hispanic producers with similar needs and agricultural outreach specialists with similar goals.

Status of Project: Status is provided by objective.

Assess Needs. They acquired a focus group style method of gathering information. With input from RMA Oklahoma and Mississippi regional office personnel, they developed a survey in an earlier project that guides them through questions at the beginning of risk management training sessions. This information has been used to determine risk guide and presentation topics.

Guidebook. In an earlier project, they developed a risk management guidebook with over 40 presentations and fact sheets. This guidebook provides information for the general risk management areas (production, finance, etc) as well as specifics such as hunting rules, equine law, and machinery safety. To date, they translated 31 of those presentations and are in the process of developing three new ones. These translated documents have been placed on their website. They are currently soliciting feedback on them. Once feedback has been completed, they will make any necessary revisions and print hard copies of this book for distribution to Hispanic farmers and ranchers this fall.



Website. In an earlier partnership with RMA, they developed a website at www.manageyourrisk.net. Their initial offering includes downloadable (pdf) versions of all of their risk management presentations, links to other risk management websites (USDA RMA, other academic sites, risk management library), USDA agencies (NRCS, RMA, FSA, Rural Development) and others with ties to Hispanic farmers and ranchers.

Training Sessions. They provide training to Spanish-speaking farmers and ranchers. Training has taken place in a number of venues and styles. Most have consisted of small group meetings for half a day on a weekend. Most sessions are scheduled for late summer and early fall.

Networking. They hope to build database of producers, Hispanic leaders and agricultural educators wishing to be included in this network. Initially this information will be provided to interested parties on a “per request” basis. It is hoped within time (beyond the 12 months allotted for this project), and with the permission of all involved parties, the network could provide information through newsletters and internet websites.

Criteria and Evaluators used to evaluate the success of the project:

The effectiveness of this project will be determined in a number of ways. First, records will be kept as to the number of Hispanic organizations and other agricultural educators involved as well as the number of producers reached. Second, they will monitor the development of collaborative agricultural and risk management training efforts across different Hispanic agricultural communities (aquaculture vs. melons, for example) and with other USDA agencies. Finally, attendance at the meeting, number of website visits, and other requests for information, will also be monitored for effectiveness of the project. A comparison of pre and post training session knowledge, the number of producers attending each session and the number of producers/leaders participating in the network development will help to determine the effectiveness of training sessions on community knowledge of risk management tools. Additional evaluation points for education will be Hispanic producer contact with extension personnel in their state and Hispanic student contact with land grant universities in the region. Further, adoption rates of risk management tools by Hispanic producers and other agricultural trainers can be monitored over time (beyond the length of the project) to gauge the long-term impacts of the project.



Risk Management Education for Socially Disadvantaged Farmers in Southwest and Eastern Arkansas

**Henry English, Precious Williams, and Tracy Dunbar, Project Managers
University of Arkansas - Pine Bluff**

Target Audience:

African Americans, Hispanic Americans, Women

Project Partners:

Silas H. Hunt Community Development Corporation (SHHCDC)

Heifer Project International

The Black Farmers and Agriculturalist Association (BFAA)

The Farm Service Agency (FSA)

The Natural Resource Conservation Service (NRCS)

The Cooperative Extension Service (CES)

Geographic Area Served:

Eastern Arkansas, Delta Region, major enterprises soybeans, wheat, cotton, rice, and alternative vegetables; Southwest Arkansas, West Gulf Coastal Plains Region, major enterprises beef cattle, poultry, timber, swine and alternative goats.

Number of Farmers/Ranchers Served: 500

Project Scope:

The scope of the project is to assist Socially Disadvantaged Farmers (SDFs) in managing and keeping their farms by providing legal, production, and financial risk management education to SDFs in Eastern and Southwest Arkansas.

Status of Project:

The project has four objectives and the current statuses of the work being performed on the objectives are as follows:

Objective One: To provide estate planning education to SDFs in Eastern and Southwest Arkansas. The staff has been informing SDFs about the importance of establishing estate plans to help prevent the loss of farm land. Also an estate planning notebook containing fact sheets and other estate planning material has been developed for the planned workshop on estate planning. The staff also attended the Second Agricultural Legal Issues Training Conference sponsored by Southern University in Baton Rouge, LA.

Objective Two: To provide crop insurance education to SDFs in Eastern Arkansas. Approximately 90 percent of the SDFs in Eastern Arkansas grow row crops (soybeans, wheat, rice, cotton); therefore two crop insurance workshops were conducted for producers. The first workshop was conducted by Dr. Lawrence Crane from the National Crop Insurance Service, and the second workshop was conducted by Mitchell Crowder, Senior



Risk Management Specialist, Risk Management Agency. The staff also updated the UAPB 2006 Crop Insurance Fact Sheets and provided crop insurance education directly to 70 SDFs while assisting them in developing farm business plans.

Objective Three: To help SDFs manage risk by assisting them in analyzing their farm operations with FINPACK Software. The project staff assisted 30 SDFs in developing financial plans for their operations with FINPACK. In many cases the information was transferred to the Farm Service Agency (FSA) Farm Business Worksheets to secure USDA loans. In addition, a financial planning workshop was sponsored for SDFs using printouts from FINPACK to explain financial statements and farm business planning. Approximately 45 SDFs attended this financial planning and crop insurance workshop.

Objective Four: To help SDFs manage production risks by providing education and assistance in developing alternative enterprises. The staff is currently assisting SDFs in Eastern and Southwest Arkansas in adding alternative enterprises to their operations. In Eastern Arkansas where row crops are dominant the staff is working with a group of farmers who are growing sweet potatoes as an alternative. This group is currently growing 225 acres of sweet potatoes and working several groups to secure \$2,000,000 to build a sweet potato storage, curing, and packing facility. In Southwest Arkansas where beef cattle are the dominant enterprise the staff is working with approximately 30 ranchers in an attempt to develop a cooperative to raise and market goats.

Criteria and Evaluators used to evaluate the success of the project: To evaluate the project farmers will complete survey forms which will indicate how effective the project was in meeting their needs for risk management education in the following areas: estate planning, crop insurance education, financial planning, and alternative enterprises.



A Risk Management Training Program for Socially Disadvantaged Filipino and Other Southeast Asian Growers of Hawaii

**Sabina F. Swift, Ph.D., Project Manager
University of Hawaii**

Target Audience:

Asian-Americans: Filipinos, Lao, Thai, Cambodian

Project Partners:

Waialua Farmers Cooperative
University of Hawaii Cooperative Extension Service
Hawaii County Research and Development Office
Mililani Agricultural Park LLC
Crop Care Hawaii LLC (subcontractor)

Geographic Area Served: Pacific Islands: Oahu and Hawaii (Big Island) Islands

Number of Farmers Served: 112 farmers served, 36 visited regularly, one-on-one

Project Scope:

The main goal of this program is to increase the viability and economic sustainability of farms run by Hawaii Filipino and Southeast Asian producers. This targeted group is composed of former Filipino sugar farm workers without agriculture production experience and recent immigrants from the Philippines, Laos, Vietnam and Cambodia. The program objectives are: 1) Identify target communities on Oahu and Big Island and enlist community groups and leaders that serve immigrant communities; 2) Develop bilingual training and resource materials, and 3) Train 50-100 individual farmers on crop production, integrated pest management and pesticide safety, marketing, book keeping and farm finances.

Waialua and Mililani on Oahu and Keaau and Pahala on the Big Island were identified as target communities. The President of Waialua Farmers Cooperative and the Manager of Mililani Agricultural Park on Oahu (known agriculture leaders in the community), facilitated organization and conduct of workshops with their memberships. Hawaii Papaya Industry on the Big Island and three packing companies took leadership in disseminating information and assisting with the Big Island program. The President of Kau Coffee Growers Cooperative in Pahala was instrumental in reaching the membership and organizing the pending coffee growers workshops.



A total of four half-day conferences, 31 farmer workshops, and several hundreds of man-hours spent on individual farmer one-on-one field visits and hands-on training provided farmers with a sense of the seriousness and importance of the program. Conference and workshop presenters were specialists and county agents from the College of Tropical Agriculture and Human Resources (CTAHR,) Risk Management Agency, and representatives of Farm Service Agency and Natural Resources Conservation Service. Chemical distributors, taxation service providers, agriculture production consultants, and successful farmers were available to provide information and to share common perspectives with which immigrant farmers could identify.

Agricultural production, integrated pest management, pesticide safety education, marketing and recordkeeping, farm finances, and crop insurance, farm loans and EQIP and other programs FSA and NRCS offered to farmers constituted the core topics of the 6-10 week risk management workshops. Bilingual and translated training materials and colored power point copies of presentations that included pest identification and symptoms of nutrient deficiency were given to farmers. Each workshop participant also received a 3-ring binder to compile training handouts to serve as a future reference source.

Status of Project:

The project continues on both islands with the current workshop for papaya growers in Keaau drawing new producer-participants in each new session and increased sign-up for farm visits. This interest is due to stories of improved papaya stands from amended pesticide use and fertilizer application adopted by the workshop participants.

On Oahu, banana growers who participated in the risk management workshops attended a workshop (July 22, 2006) on disease detection and knowledge of tissue culture specifically focused on the aphid-transmitted banana bunchy top virus, an economically devastating disease of local bananas. This workshop was developed specifically to address the needs of project clientele. Eight vegetable growers from Waialua attended a tomato field day at UH Paomoho Experiment Station on new Roma and salad tomato varieties.

Expenses for inter-island and national travels, or payment for meeting registration for seven Hawaii growers involved with the RMA project were provided to attend the Hawaii Produce Workshop, Energy in Agriculture Meeting, and NIFI train-the-trainer workshop in Salinas, CA.

Three more papaya workshops in Keaau will held to be followed by the coffee growers workshop in Pahala. Field visits on Oahu and Big Island will continue, making sure all previous workshop participants are contacted. With three areas on Oahu and Big Island being serviced, some farmers are not being visited as often as anticipated. The Big Island activities require that two members of the team conduct field visits for safety concerns as farms are located in remote areas sometimes without access via cellular phones.



Criteria and Evaluators used to evaluate the success of the project:

Workshop participants were asked to evaluate each presentation with an 8-question questionnaire rating over-all quality and usefulness of the workshop, how much knowledge, and how many ideas they plan to use within the next year, what they like best and least like about the workshop and a section on additional comments. Generally, participants rated the workshops excellent and outstanding and they were going home with some ideas that will help them improve sustainability of their farm. 90% of the farmers plan to use 3-4 ideas from the workshop the following year. Some of the farmers adopted new practices immediately as in the case of papaya growers in the Big Island. One farmer invited the workshop participants to a papaya field day at his farm to show the phenomenal change of plant stands and vigor after three months of appropriate pest and nutrient management. The program has built a significant amount of momentum in generating grower participation.

FSA Oahu County had reported over 30 applications for crop coverage as a direct result of outreach efforts in this Lao community.

Farmers call them when they have problems that need assistance, whether to change a spray schedule, or need supplies for pest management, e.g., fruit fly suppression. They actively participate in any agriculture related workshop they endorse, a sign of their developing trust in them and the program.



Risk Management For Women and Limited Resource Farmers

Ruby Ward, Project Manager
Utah State University

Target Audience:

Women and limited resource farmers

Project Partners:

Utah State University Extension
Utah Agricultural Experiment Station
Utah Farm Bureau
University of Nevada Cooperative Extension
Southern Utah University
Drake Family Farms
USDA-Natural Resource Conservation Service
Small Business Development Center
Utah Department of Agriculture and Food

Geographic Area Serviced:

Primarily Utah with participants also coming from Nevada, Idaho and Arizona

Number of Farmers/Ranchers Served: 100

Project Scope:

This project was to hold the Diversified Agriculture Conference in Cedar City, Utah, on February 22-24, 2006.

Status of Project:

The conference was held in February 2006, in Cedar City, Utah, and was attended by 210 people. A half-day pre-conference was offered on business plans and was attended by 30 people. This was slightly higher than the goal of reaching 200 people. Overall there were four general speakers, one 4-hour pre-conference on business plans, 27 one-hour sessions (6 sessions with 4 or 5 different options), and five 3-hour workshop sessions (1 session with 5 different options). About half of the participants were producers. About 35% of participants were female. This is significantly higher than for more traditional risk management programs. One highlight was that United States Congressman Jim Matheson was a keynote speaker. He discussed rural issues and addressed concerns brought up by audience members. For more information please see www.DiverseAg.org.



Criteria and Evaluators used to evaluate the success of the project:

There were 210 participants. 100 were producers, about 35% were female. 94% of participants felt the conference addressed important issues, 83% planned on making changes in their operations, 94% felt they now know more places to find help, 98% indicated that they would like to attend the conference again.



Community Outreach and Risk Management Education for Limited Resource and Under-served Farmers in Virginia

**Dr. Albert E. Essel, Project Manager
Virginia State University**

Target Audience:

African Americans, Hispanic Americans, Native Americans, Women, Limited-resource farmers, and underserved farmers

Project Partners

Virginia State University
University Arkansas at Pine Bluff
National Crop Insurance Services
Tuskegee University
Center for Farm Financial Services
University of Minnesota
Alabama A&M University
North Carolina A&T State University
Risk Management Agency, USDA

Geographic Area Served: Virginia, North Carolina, Arkansas, and Alabama

Number of Farmers/Ranchers Served:

Over 1200 farmers/ranchers have been served directly in Virginia in addition to those served in Alabama, Arkansas, and North Carolina. 5,000+ people have been served indirectly through mail outs and other mechanisms.

Project Scope:

The project seeks to provide community outreach and risk management education for women, limited resource, socially disadvantaged and other traditionally under served farmers and ranchers in selected counties of Virginia; and conduct training in financial management and crop insurance for producers in Alabama, Arkansas and North Carolina. The goal of the project is to improve the farm profitability and promote sustainability by enhancing the risk management skills of limited resource and socially disadvantaged producers through outreach, training and educational programs. The objectives are:

1. To equip agriculture producers with the ability and skills needed to make sound risk management decisions by providing information and training on existing and emerging risk management tools.
2. Develop educational programs in business and financial management and information technology to enable producers to make informed decisions.



3. To train and assist agriculture producers on how to identify and establish direct markets for their products and adopt specialized alternative enterprises that have some profit potential and will allow them to explore new markets.
4. To conduct training in agricultural risk management tools to provide effective crop insurance and financial education to underserved producers.

Status of Project:

The following section highlights specific accomplishments during the past year: Thirty-eight (38) educational programs were conducted to provide information and training in farm business management to include financial, production, marketing and risk management for 600+ farmers, landowners, and Agriculture professionals.

VSU Mobile Computer Lab

Two interactive workshops held in Virginia provided training for 30 underserved producers on how to utilize computers to access USDA programs on the internet. Using the VSU-Mobile Computer Lab, each participant was assigned to his/her own computer workstation. Representatives from USDA-Farm Service Agency state office provided technical support on how to sign-up for USDA programs online, retrieve Ag-related information, and how to update and view account information.

Direct Marketing Tour

A two-day direct marketing bus tour conducted in July 2005 provided opportunity for producers to learn successful direct marketing alternative from their peers. The group traveled by bus to Northern Virginia, Maryland and West Virginia to observe diverse farm operations utilizing various direct marketing strategies to increase farm profits. A total of 51 persons, mostly producers, participated in the event. Several farmers have successfully adopted direct marketing strategies and/or production practices as a result of the educational tour.

Field Crop Demonstrations

Four (4) on-farm demonstrations have been conducted on cooperators' farms in the project area. Farmers received information and training on growing high-value, non-traditional enterprises such as seedless watermelons, sweet potatoes, specialty melons and asparagus. Programs at each demonstration site enabled farmers to learn about new methods and best management practices to reduce costs and to take advantage of special market conditions. Participating producers reported increases in farm income ranging from \$3,000 - \$6,000 per producer.

Conferences and Field Days

Over 800 people participated in the conferences and field-days held at Virginia State University. These programs were conducted to educate farmers, landowners and other interested persons on the latest research and information available on crop varieties, field management practices, agricultural diversification, and marketing opportunities. Programs included: Commercial Vegetable Field Day – June 2005; Agriculture Field Day – August 2005; Aquaculture Field Day – October 2005; and Small Farm Family Conference – November 2005.

FINPACK and Crop Insurance Producer Training



Several one-day producer workshops were conducted in Pine Bluff, Arkansas in February 2005 and 2006, Tuskegee, Alabama in August 2005, Normal, Alabama in March 2006, and Lumberton, North Carolina in April 2006. The workshops covered financial management and crop insurance. Producers played the role of bankers (loan officers of a bank) to determine if a loan application submitted by a limited resource producer should be approved or declined given the information provided. Case studies were developed in each state and used as the instructional materials for producers in the given state. Evaluations of producer workshops were very good to excellent. Participants indicated that they learned the importance of developing financial statements (balance sheets, income statements, cash flow statement and statement of net worth), business plans, crop insurance programs and record keeping for their farming operations

Criteria and Evaluators used to evaluate the success of the project:

Number of producers/people participating in program; Number producers/people reporting increase in knowledge of risk management; Number of producers/people adopting recommended practices; and Number of producers/people reporting cost savings or increase in income resulting from project.



Fair Food Farmer Outreach Project

**Lindsay Gilmour, Project Manager
White Dog Café Foundation**

Target Audience:

Limited resource farmers, including Amish, Mennonite, Female, and new farmers

Project Partners:

The Pennsylvania Dept of Agriculture, The Delaware Dept of Agriculture, The New Jersey Dept of Agriculture, The Pennsylvania Association for Sustainable Agriculture, the North East Organic Farmers Association New Jersey Chapter, Farm To City, The Food Trust, Rutgers Coop Extension, University of Delaware Coop Extension, Penn Sate Coop Extension, The Capitol, South Eastern Pa, and Eastern Shore MA Resource Conservation & Development Councils, The Rutgers Food Innovation Center, The NJ Conservation Foundation, Newfarm.org, Chesapeake Fields, Heritage Organics, Tuscarora Organics, Farm Fresh for Chefs, Farm Link and Project Grass.

Geographic Area Served: Southeastern Pennsylvania, Southern New Jersey, and Delaware

Number of Farmers/Ranchers Served: Approximately 230 limited resource farmers

Project Scope:

To provide training and support services to limited resource farmers in Southeast Pennsylvania, Southern New Jersey, and Delaware to mitigate risks by building new direct wholesale markets in the Philadelphia region.

Status of Project: Ongoing

Criteria and Evaluators used to evaluate the success of the project:

- Fair Food implemented 6 workshops, which offered training in direct wholesale to 213 farmers.
- Fair Food held the first of two Local Grower/Local Buyer Gatherings with 145 people in attendance (40% growers, 60% buyers). The second of these events is scheduled for September 25th 2006
- Fair Food is currently updating and reprinting the “Wholesale Guide to Local Farm Products.”
- Fair Food is currently completing an online version of our “Wholesale Guide to Local Farm Products.”
- Fair Food is currently planning four workshops focused on the cooperative business model for farmers.