

FY 2009



Outreach Projects

Community Outreach and Assistance Partnership Program



United States
Department of
Agriculture

Risk
Management
Agency





United States
Department of
Agriculture

Farm and Foreign
Agricultural
Services

Risk
Management
Agency

1400 Independence
Avenue, SW
Stop 0801
Washington, DC
20250-0801

Dear Outreach Community:

On behalf of the Risk Management Agency (RMA), we are proud to present “*RMA’s Fiscal Year 2009 Community Outreach and Assistance Partnership Projects.*” This publication provides a brief synopsis of seventy-nine diverse outreach initiatives funded by RMA under the Community Outreach and Assistance Partnership Program (announced during fiscal year 2009 and delivered throughout fiscal year 2010).

Program recipients and beneficiaries clearly represent the diversity of the USDA’s underserved population that includes women, African Americans, Asian Americans, Hispanics, Native Americans and other traditionally underserved farmers and ranchers.

The 2007 Census of Agriculture shows an increasing number of demographically diverse farm operators and owners (30 percent more women as principal farm operators; 10 percent more Hispanic operators; and increases in American Indian, Asian, African American and young and beginning farmers and ranchers). In light of this, RMA is placing a strong emphasis to ensure Outreach Partnerships are made available to this growing population and representation of the new American agriculture.

RMA’s partnership programs are also reaching out and serving the growing number of small-farm operations focusing on organic, value-added, specialty production, on-farm energy crops and operations, food and farm safety, food deserts (urban and rural), community-supported agriculture, U-Pick and agri-tourism and other agriculture enterprises.

Community-Based Organizations were awarded approximately 75 percent of the partnership agreements. Their geographic locations coupled with their cultural knowledge and community credibility make them invaluable partners in RMA’s continued efforts to reach our customers and potential customers. The remaining 25 percent of awardees includes land grant colleges and universities (1862, 1890, 1994), Hispanic Service Institutions, State Department of Agriculture, community colleges and other institutions of higher education.

Through our partnerships and outreach, traditionally underserved farmers and ranchers have greater opportunities to increase their understanding and knowledge of risk management tools and programs necessary to achieve economic viability. RMA looks forward to continuing these positive and beneficial collaborations in the coming years.

We invite you to visit the partner’s web sites or call them directly to learn more about a specific project. To obtain more information on RMA’s programs and outreach projects, please contact the outreach staff, regional offices or RMA web site: www.rma.usda.gov

Sincere appreciation,

/s/ William (Bill) Buchanan

William (Bill) Buchanan, Director
Civil Rights and Community Outreach



Risk Management Agency
Community Outreach and Assistance Partnership Program

November 2010

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Mississippi, Tennessee

Raleigh Regional Office

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

Iowa, Minnesota, Wisconsin

Western Region – States Served

Billings Regional Office

Montana, North Dakota, South Dakota,
Wyoming

Davis Regional Office

Arizona, California, Hawaii, Nevada,
Utah

Oklahoma City Regional Office

New Mexico, Oklahoma, Texas

Spokane Regional Office

Alaska, Idaho, Oregon, Washington

Topeka Regional Office

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PAGE NO.	PROJECT NAME and AREA	PROJECT RECIPIENT	PROJECT DIRECTOR
1	Deliver Risk Management Training to socially disadvantaged Farmers and Ranchers; to increase their survivability and sustainability	African American Family Farmer, Inc 347 Milledgeville Rd. Eatonton Ga. 31024	Melvin Bishop 706-485-0004 or 706-473-2768 melvinbishop@bellsouth.net
3	An Innovative Financial Risk Management Program for Small-Scale and Limited-Resource Farmers	Alcorn State University Mississippi Small Farm Development Center 1000 ASU Drive #1080 Alcorn State, MS 39096-7500	Dr. Gregory Reed, PI 601.877.3933 greed@alcorn.edu Ms. Velma Oliver, Co-PI 601.877.6570 voliver@alcorn.edu
5	American Indian Mothers, Inc. Risk Management Program	American Indian Mothers Inc. 1211 Wagonwheel Rd. Shannon, NC 28386	Beverly Collins-Hall 910-843-9911 americnamothers@aol.com
7	Appalachian Grown: Risk Management thru Capacity Building and Marketing Initiatives	Appalachian Sustainable Agriculture Project 306 West Haywood St. Asheville, NC 28801	Charlie Jackson 828-236-1282 charlie@asapconnections.org
9	Increase Markets and Profitability for Limited Resource Farmers in Appalachia	Appalachian Sustainable Development P.O. Box 791 Abingdon, VA 24212	Denise Ann Barrett 276-623-1121 asd@asdevelop.org
11	Year 2: Building Local & Regional Marketing Capacity with Resource Produce Growers	Arkansas Land and Farm Development Corporation P O Box 743 Brinkley, AR 72021	Dr. Calvin King, Sr 870 734 1140 calvinrkingSr@yahoo.com
13	Facilitating Mentorships for Young Beginning and Underserved Farmers: Managing Risk through Peer Relationships	California Farmlink P O Box 2224 Sebastopol, CA 95473	Bruce Shimizu (707) 829-1691 x 103 bruce@californiafarmlink.org

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15	Food Safety and Liability Insurance Issues for Limited Resource Farmers Marketing to Institutions	Community Food Security Coalition 3830 SE Division Portland, OR, 97202	Andrew Fisher 503-954-2970 Voice Mail Box 1 andy@foodsecurity.org Kristen Markley 717-240-1361, Ext 2 Kristen@foodsecurity.org
17	Maximizing Success in the Marketplace as a Risk Management Tool	Community Involved in Sustaining Agriculture, Inc. 1 Sugarloaf Street, South Deerfield, MA 01373	Kelly Coleman 413-665-7100 kelly@buylocalfood.org
18	Exploring Horizons, Growing New Farmers	Community Teamwork, Inc c/o New Entry Sustainable Farming Project 9 Central Street Ste 402 Lowell, MA 01852	Jennifer Hashley 617-636-3793 jennifer.hashley@tufts.edu
20	Alternative Livestock & Alternative Produce Production as a Tool for Risk Management	Concentric Management Applications PO Box 21671 Greensboro, NC 27420	Renita Carter Page 336-508-1196 cma4aglife@gmail.com
22	Risk Mgmt. Training and Technical Assistance for Immigrant & Refugee Farmers in Maine	Cultivating Community (New American Sustainable Agriculture Project) 52 Mayo St Portland, ME 04101	Craig Lapine 207-761-4769 craig@cultivatingcommunity.org Amy Carrington 603-674-3595 amy@culvatingcomminty.org
23	Risk Management & Community Outreach Program for Limited Resource & Underserved Farmers	Delaware State University 1200 N. DuPont Hwy. Dover, DE 19901	Albert Essel 302-857-6424 aessel@desu.edu John Clendaniel 302-857-6425 jclendaniel@desu.edu
25	Navajo Nation Traditional Agricultural Outreach	Developing Innovations In Navajo Education, Inc. 9975 Chestnut Road Flagstaff, AZ 86004	Kyril Calsoyas 928 714-9422 Jamescita Peshlakai Lead Coordinator 928-606-4998 www.navajofarms.org www.navajotrust.org

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27	Navajo Lifeway Outreach and Education Partnership	Dine Be' lina, Inc. PO Box 683 Window Rock, AZ 86515	TahNibaa Naataanii 505.406.7428 info@navajolifeway.org
29	2010 California Small Farm Conference Outreach and Assistance Partnership Project	Farm Conference P O Box 73614 Davis, CA 95617	Allen Moy 925 825-9090 allenmoy@pcfma.com
31	Southwest Marketing Network: Expanding Markets for Limited Resource, Socially Disadvantaged and Traditionally Underserved Farmers and Ranchers in the Southwest	Farm to Table 618 B Paseo de Peralta, Santa Fe, NM 87501	Pam Roy 505 473-1004, Ext 11 Pamelaroy.nm@gmail.com
33	Minnesota Hmong Farmer Risk Management Outreach	Farmers' Legal Action Group, Inc. 360 N. Robert Street Suite 500 Saint Paul, MN 55101	Tony Brown 651 223-5400 TBrown@flaginc.org Susan Stokes 651-223-5400 sstokes@flaginc.org
35	Identifying and Managing Risk II: A Collaborative Approach to Assist Small, Minority, Limited-Resource and Socially Disadvantaged Producers to Mitigate Risk Associated with Value-Added Production, Marketing, Estate Planning, and Intergenerational Farm Succession	Federation of Southern Cooperatives/Land Assistance Fund Land Assistance Fund, 2769 Church Street East Point, Georgia 30344	Jerry Pennick 404-765-0991 lafund@mindspring.com

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37	The Limited Resource, Socially Disadvantaged and Traditionally Underserved Producers Financial Literacy and Training Program	Fiduciary Management Group, LLC 304 Park Avenue South 11 th Floor New York, New York 10010	Ivan Thornton 212 590 2360 itt@fmgwealth.com
39	Crop Insurance Risk Management Strategies for American Indian Producers	Fort Peck Community College PO Box 398 Poplar, MT 59201	Chris Martinez 406 768-3025 cmartinez@fpcc.edu
41	House Education & Long-term Planning (HELP) Program	Fort Valley State University Cooperative Extension Program PO Box 4061 Fort Valley GA 31030	Keishon J. Thomas 478-825-6577 thomask@fvsu.edu
42	Growing Growers for the Good Food Movement: A Mentoring Outreach Program for Underserved Local Organic Farmers	Georgia Organics 200A Ottley Drive Atlanta, GA 30324	Alice Rolls 678-702-0400 Alice@georgiaorganics.org
44	New Farmer Development Project	Greenmarket/GrowNYC (formerly Council on the Environment of NYC) 51 Chambers Street Room 1231 New York, NY 10007	Michelle Hughes 212.341.2254 mhughes@greenmarket.GrowNYC.org
46	Growing Opportunities: Regional Outreach, Training, and Marketing Project	Growing Power, Inc. 5500 W. Silver Spring Drive, Milwaukee, WI 53218	Will Allen 414 527-1546 will@growingpower.org
48	Community Outreach and Assistance/ Farm to School	Hispanic Farmers & Ranchers of America 1065-D S. Main Street Suite D, Las Cruces, NM 88005	Lupe Garcia 575 644-6534 Hispanicfr@peoplepc.com
50	Tribal Producer Risk Management Training	Indian Nations Conservation Alliance 350 Nye Road Twin Bridges, Montana 59754	Richard Gooby 406 684-5199 inca@3rivers.net

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52	Annie Project National Outreach Center: Phase II Development	Iowa State University Extension Office of Sponsored Programs Administration 1138 Pearson Hall Ames Iowa 50011-2207	William Edwards, 515-294-6161 wedwards@iastate.edu Tim Eggers, 712- 542- 5171 teggers@iastate.edu Madeline Schultz, 515-294-0588 schultz@iastate.edu Bob Wells, 641-673-5841 wellsjb@iastate.edu
54	Iowa Women in Agriculture's Mobile Computer Lab	Iowa Women In Agriculture 7419 Nordic Dr Cedar Falls, IA 50613	Angie Treptow 319-415-7665 Angie.Treptow@fcsamerica.com
55	Effective Risk Management thru Awareness, Access and Education for Specialty Crop, Minority and Limited Resource Producers	Kansas Rural Center Local Foods and Farmers Market PO BOX 133 304 Pratt Street Whiting, KS 66552-0133	Mercedes Taylor-Puckett mercedes.taylorpuckett@gmail.com 785.840.6202
57	Women Managing the Farm Project	Kansas State University 2 Fairchild Hall Manhattan, KS 66506-1103	Charlotte Shoup Olsen 785 532 5773 colsen@ksu.edu
59	Improving Risk Management during the first 5 years of Farming: Farm Beginnings Risk Assessment Planning & Support	Land Stewardship Project 301 State Road Montevideo MN 56265	Amy Bacigalupo 320.269.2105 amyb@landstewardshipproject.org Nick Olson 320.269.2105 nicko@landstewardshipproject.org
61	Partnership for Sustainable Small Producers (PASS)	Langston University P O Box 1500 Langston, OK 73050	Dr. D. Chongo Mundende 405 466-6154 dcmundende@lunet.edu
62	Harvesting Clean Energy	Maine Rural Partners York Village #4, Room 108 University of Main Orono, ME 04469-5784	Mary Ann Hayes 207-581-4520 maryann@mainerural.org
64	Risk Management Education for Michigan's Multicultural Agricultural Producers	Michigan Food & Farming Systems 172 Natural Resources Bldg East Lansing, MI 48824	Scott Corrin Elaine Brown 517 432-0712 corrinsf@msu.edu miffs@msu.edu

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66	Get Farming! Keep Farming!	Michigan Land Use Institute 148 East Front St. Suite 301 Traverse City, MI 49684	Jim Sluyter 231 941-6584 jimsluyter@mlui.org
68	Passive Solar Greenhouses & Specialty Crops: Building Community Capacity for Year-round Food in Michigan	Michigan State University Department of Horticulture East Lansing, MI 48824	John Beirnbaum 517-355-5191 x 1419 biernbau@msu.edu Adam Montri 517-355-5191 x 1407 admontri@msu.edu
70	An Outreach Educational Training Program to Disadvantaged Fruit Growers: Good Agricultural Practices	Michigan State University MSU Trevor Nichols Research Complex, 6237- 124th Ave, Fennville, MI 49408	Dr. John C. Wise 269-561-5040 wisejohn@msu.edu
72	Greenhouse Hydroponics and Organics Training	Microfarm Sustainable Research & Ed. 19940 SE Webfoot Road Dayton, OR 97114-8828	Edward Bergheger 503-868-7679 Ed@MicrofarmSustainable.org
74	Providing Risk Management Education & Practical Resources for Upper Midwest Specialty Crop, Limited Resource and Minority Producers	Minnesota Fruit & Vegetable Association 15125 W. Vermillion Cir. NE Ham Lake, MN 55304	Marilyn Nysetvold Johnson 763-434-0400 mfvga@msn.com
76	Big River Farms Program GROWING FARMERS, GROWING FOOD	MN Food Association 14220-B Ostlund Trail N Marine on St. Croix, MN 55047	Glen Hill (651)433-3676 (ext. 11) glenhill@mnfoodassociation.org
78	A Collaborative Approach to Deliver Risk Management Education & Training to MN Specialty Crop & Livestock Producers	MN Grown Promotion Group, Inc. Minnesota Grown Promotion Group, Inc. PO Box 7838 St. Paul, MN 55107	Paul Hugunin 651-201-6510 Paul.hugunin@state.mn.us

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80	Risk Management Tools and Education for Organic and Sustainable Farmers	Midwest Organic & Sustainable Education Service (MOSES) PO Box 339, Spring Valley, WI 54767	Jody Padgham 715 778-5775 jody@mosesorganic.org
82	Energy Alternatives for Limited Resource Farmers	National Center for Appropriate Technology (NCAT) 3040 Continental Drive Butte, MT 59701	Mike Morris 919-251-9680 mikem@ncat.org Kathleen Hadley 406-494-4572 kathyh@ncat.org
83	Hands Held Building Bridge to Empower Farmers-Directed Development	National Hmong American Farmers, Inc. 2904 N. Blackstone Ave Suite A-2 Fresno, CA 93703	Chukou Thao 559- 313-3339 cxthao05@gmail.com
85	Specialty Crop Step by Step on One Accord Risk Management Education Outreach Project on Wheels for Socially Disadvantaged Women Farmers	Oklahoma National Women in AG Association PMB-177, 1620 SW 89th Street, Suite F Oklahoma City, OK 73159	Tammy Gray-Steele 405 317 8110 info@okwomeninag.org or tammysteelelaw@aol.com
87	RAIPAP Community Outreach & Assistance Program	New Mexico State University Cooperative Extension Service P.O. Box 159 Alcalde, NM 87511	R. Edmund Gomez 505 852 2668 gr@nmsu.edu
89	Planning the Future of Your Farm Landlink: Managing Risk thru Better Leases and Business Agreements	North Carolina Farm Transition Network, Inc 122 S Churton St., Ste 205, Hillsborough, NC 27278	Andrew Branan 919 732 7539 abranan@gmail.com
90	Risk management through improved farm profitability for limited resource and underserved farmers and ranchers in New York State	New York Sustainable Ag Working Group 8 Beckman Avenue Westfield, NY 14787	Judith Einach 716-316-5839 jeinach@yahoo.com

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92	Using Sustainable Enterprise Diversification, Commercialization & Farm Financial Literacy as Non-Insurance Based Risk Management Tools in Mitigating Agricultural Risks on Small Family Farms in FL & Border Counties in AL & GA	North-South Institute 5400 South University Ave. Suite 508 Davie, Florida 33328	Dr. Samuel Scott 954-434-8220 nsied2002@aol.com
94	Tierra de Oportunidades (Land of Opportunities)	Nuestras Raices, Inc. 245 High St. Holyoke MA 01040	Kevin Andaluz 413 531 2767 kandaluz@nuestras-raices.org
96	Plasticulture Using Permaculture/Compost-Amended Soils to Minimize Risk for Small and Socially Disadvantaged Farmers	Oklahoma Black Historical Research Project 2505 N.W. 118 th Street Oklahoma City, OK 73120	Willard Tillman 405-201-6624 wtilman2@cox.net
97	Outreach and Technical Assistance for Socially Disadvantaged Farmers and Landowners	Operation Spring Plant, Inc. 315 South William Street Henderson, NC 17536	Dorathy Barker 252 492 7301 osp35@aol.com
99	Growing Farms Successful Whole Farm Management	Oregon State University 308 Kerr Administration Building Corvallis, Oregon 97331-2104	Nicholas Andrews (503) 678-1264 x149 nick.andrews@oregonstate.edu Kristin Pool (503) 678-1264 ext. 118, kristin.pool@gmail.com
101	Risk Management Strategies in Aquaculture: Outreach and Technical Assistance Program for Indiana Producers	Purdue University 403 W. State St., West Lafayette, IN 47907	Kwamena Quagraine 765-494-4200 kquagrai@purdue.edu

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102	Securing the Future of Agriculture in Georgia and South Carolina: Farm Transition Outreach and Education	Rolling Hills Resource Conservation and Development Council, Inc. 512 Main Street Cedartown, GA 30125	Cindy Haygood 770-749-0444 cindy@rollinghillsrcd.org
104	Second Chance Community Based Agricultural Youth Initiatives	Ross & Company, Inc. 235 Peach Tree Street Suite 400 Atlanta, GA 30303	Jennifer Brooks 404-625-8137 Rossco1@bellsouth.net
106	Developing Tools & Strategies to Underserved & Legal Risk: Protecting the Farmer's Path to Success	Rural Coalition/Coalicion Rural 1012 14 th Street NW Washington, DC 20005, 202-628-7160	Lorette Picciano 202 628-7160 lpicciano@ruralco.org
108	Building Blocks for Risk Mitigation for Socially Disadvantaged Farmers and Ranchers	Rural Community Development Resources (Center for Latino Farmers) 24 South 3 rd Avenue Yakima, WA 98902	Luz Gutierrez 509 453-3157 lbazangutierrez@rcdr.biz
110	Practical Risk Reduction for Southern Producers Using New Tools & Training	Southern Sustainable Agriculture Working Group (Southern SAWG) PO Box 1552, Fayetteville, AR 72702	Jean Mills 205-333-8504 jeanmills@aol.com
112	Managing Risk: A Land Based Perspective	Taos County Economic Development Corporation PO Box 1389 1021 Salazar Rd. Taos, NM 87571	Pati Martinson Teri Bad Hand 575-758-8731 tcedc@tcedc.org
114	Frontera Agricultural Risk Management Project	Texas/Mexico Border Coalition Community-Based Organization PO Box 127 San Isidro, TX 78588	Omar J. Garza 956-481-3256 OJG13@hotmail.com

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116	Promoting Sustainability to Reduce Risk for California's Disadvantaged Producers and Underserved Crops	Trust for Conservation Innovation 423 Washington St. 5 th Floor San Francisco, CA 94111	Carin D'Oliva 415 421 3774, ext 10 carin@trustforconservationinnovation.org Michael Dimock 415-391-0545, ext 12 michael@rootsofchange.org Bobbie Peyton 415 391 0545, ext 14 bobbie@rootsofchange.org
118	Reducing Marketing and Financial Risk of Limited Resource Socially, Disadvantaged Farmers in the Black Belt region Through Technical and Outreach Assistance	Tuskegee University 200G Campbell Hall, Tuskegee University, Tuskegee AL 36088	Dr. Tasha M. Hargrove 334-724-4524 tmhargrove@tuskegee.edu
120	Using Risk Management Education to Enhance Income for Socially Disadvantaged Producers in AR	University of Arkansas at Pine Bluff Fisheries and Human Sciences 1200 N.Univ Dr., MailSlot 4913 Pine Bluff, AR 71601	Dr. Henry English 870-575-7246 englishh@uapb.edu
122	Risk Management Education in Southwest Indian Country on Recordkeeping, AGR-Lite, Alternative Energy, and Agri-tourism	University of Arizona Department of Ag and Resource Economics P.O. Box 210023 Tucson, AZ 85721	Trent Teegerstrom 520 621-6245 tteegers@ag.arizona.edu Russell Tronstad tronstad@ag.arizona.edu (520) 621-2425 Tauhidur Rahman tauhid@ag.arizona.edu (520) 621-8657
124	Increasing Market Potential by Reducing On-Farm Food Safety Risk and an Introduction to Farm Insurance Options for Traditionally Underserved Produce Growers in Hawaii	University of Hawaii Gilmore Hall 112 3050 Maile Way University of Hawaii Honolulu, HI 96822	James Hollyer 808 956-4056 808-956-9539 hollyer@hawaii.edu

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126	Risk Management Training for Underserved Southeast Asian Growers of Hawaii	University of Hawaii Kaneohe Extension Office 45-260 Waikalua Road, Suite 101 Kaneohe, HI 96744	Jari Sugano 808 247-0421 suganoj@ctahr.hawaii.edu
128	Provide Outreach and Development Assistance on Organic CSA Marketing to Socially Disadvantaged Farmers	University of Massachusetts, Amherst Research Administration Building 70 Butterfield Terrace Amherst, MA 01003-9242	Maria Moreira 413-658-4279 or 978-815-2199 mmoreira@umext.umass.edu
130	Developing Risk Resilience of Underserved Agricultural Operators Across Wyoming	University of Wyoming AgEcon, Dept. 3354 1000 E. Univeristy Ave. Laramie, WY 82071	Cole Ehmke 307 766 3782 cehmke@uwyo.edu
131	Risk Management Outreach for Women and Limited Resource Farmers and Ranchers	Utah State University 3530 Old Main Hill Logan, UT 84322-3530	Ruby Ward 435 797-2323 Ruby.ward@usu.edu
133	Operation Breadbasket	Virgin Islands Farmers Cooperative P.O. Box 2370 Kingshill, VI 00851	Dale K. Browne 340-277-6046 340-773-3276 vifarmers@vifarmerscoop.org
135	Shenandoah Valley Restorative Urban Food and Farm Project	Virginia Polytechnic Institute and State University Cooperative Extension 2322 Blue Stone Hills Drive, Suite 140 Harrisonburg, VA 22801	Eric Benfeldt 540 432 6029 Ext. 106 ebendfel@vt.edu
137	Mobile Workshops for Women, Underserved, Latino and Limited Resource Farmers	Washington State Department of Agriculture P O Box 42560 Olympia, WA 98504-2560	Eric Hurlburt ehurlburt@agr.wa.gov 360 902 1933 Patrice Barrentine 360-902-2057 pbarrentine@agr.wa.gov

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139	Risk Reduction for Small Farmers in Connecticut, Massachusetts, Rhode Island & Southern New England & Regional Food System Alliance-Building Project	Wholesome Wave Foundation Charitable Ventures, Inc. 189 State St Bridgeport, CT 06604	Cristina Sandolo 203.226.1112 ext.12 cristina@wholesomewave.org
141	Wisconsin Community Outreach & Assistance Partnership Program	Wisconsin Dept. of Agriculture, Trade & Consumer Protection PO Box 8911 Madison, WI 53708-8911	Kathy Schmitt 608-224-5048 Kathy.schmitt@wi.gov
143	Mitigating Direct Marketing Risk	Wallace Center at Winrock International 2121 Crystal Drive Suite 500 Arlington, VA 22202	Matthew Kurlanski 703-302-6571 mkurlanski@winrock.org
145	Women in Blue Jeans Conference	Women in Blue Jeans Inc, PO Box 53 Mitchell, SD 57301	Denise Hoffman 605 998 2774 denise.hoffman@fcsamerica.com Carol Millan 605-996-9169 mill@santel.net
146	Zenger Emerging Farmer Training Program	Friends of Zenger Farm, 11741 SE Foster Rd Portland, OR 97266	Jill Kuehler 503 282 4245 jill@zengerfarm.org

Deliver Risk Management Training to Socially Disadvantaged Farmers and Ranchers to Increase Their Survivability and Sustainability

Melvin Bishop, Project Manager
AFRICAN AMERICAN FAMILY FARMERS INC

On April 16-17th 2010 AAFFI partnered with So Green Network on its first Southeast Summit. There were over 225 participants including, farmers, landowners, advocacy groups, local business, high school students, HBCu's and 1890 Land Grant Universities. The two day summit covered the expanse of green personal, community, institutional and political issues impacting the Southeast. Breakout sessions were facilitated and highly interactive. Participants walked away with the answer to the meaning of Going Green. This summit focused on Greening the Southeast by bring regional and national experts and grassroots organizations together to provide training/information and successful model that focus on renewable energy sources for agriculture and forestry, to discuss how does sustainable farming and forestry impact climate change in the Southeast. Participants walked away with a workable plan on how they can both independently or through partnerships create a lucrative green business and maintain sustainability.

AAFFI currently participating in a three pilot program under USDA-NRCS, which will construct a multiple faucet agriculture facility called a High Tunnel Hoop House. This study evaluates the effectiveness of high tunnel in natural resource conservation in reduce in pesticide use, keeping vital nutrients in the soil, and other conditions. A designate area of farm land has been selected to plant and raise natural grown produce. Selected and processed compost will be used as fertilizer for the produce. Hogs and cows, (beef, dairy, & jersey) will be raised using natural techniques. Natural grown techniques will be implemented to house poultry. This Hoop House is designed in a triangle figure so water will be positioned for the animals to access from all three angles with connected feeding containers for each animal type. This Research Facility will be used for multiple purposes in an effort to promote outreach and training for its target population. This facility will be designed to accommodate the needs of small family farmers, ranchers, young farmers, limited resource producer's organic producers and youth in agricultural experiences.

This year AAFFI has been on a continuous mission to assist farmers in the marketing of their produce in addition to feeding the hungry and those persons who are less fortunate in the local and surrounding communities. To support this mission AAFFI has established a partnership with Golden Harvest Food Bank (GHFB) and several sponsors in the local community. The Brown Bag program assists senior's citizens living on fixed incomes by providing supplemental groceries, at no cost to the recipients. Seniors must be 60 years old and income eligible under the USDA criteria to apply. AAFFI has coordinated with local farm produces to donate some of their surplus produce to this program. Eighteen slots have been funded in Putnam County to support the Brown Bag Program. Golden Harvest Food Bank delivers the 20 lb pre-packed non perishable grocery items to the AAFFI office. Members of AAFFI call the recipients after delivery to inform them that their goods have arrived. Three families pick up their boxes others request delivery service. Five of eighteen families have been identified as farm / land owners.

AAFFI has formed a new partnership and MOU with a local restaurant, Shelia's Big Chic. The scope of this initiative is to provide a basic, hot nutritional meal five days a week to elderly and disabled senior citizens who are homebound in our community. This community outreach partnership has aided in the prevention of health conditions, acted as a mechanism to monitor the

well being of the elderly and built collaborative relationships between farmers and local business in the community. Currently thirteen senior citizens receive 65 meals a week and approx. 260 meals monthly. The owner of Shelia's Big Chic committed to use the produce of the local farmers which has created revenue and also been an excellent marketing tool for the farmers.

This year AAFFI ventured into a new endeavor with TNT fireworks which is a corporation designed to offer fundraising opportunities to organizations within a geographic area. AAFFI partnered with the Eatonton Putnam Family Connection for fourteen days to provide manpower for the operation of this project. Two farm families from South Georgia brought 300 watermelons to sell at the event. The produce signs invited many patrons to the firework tent. AAFFI felt that this fundraiser would be a great avenue for farmers to market available produce from its farm or ranch. The youth farmers engaged in a work ethic training program during the event. They helped daily with setup, maintenance of the facility and marketing the sell of the produce, which was all sold.

In continuous effort to assist Farmers/Ranchers throughout Georgia the CEO of AAFFI, Melvin Bishop along with the Outreach Coordinator Roger Lamar travels to South Georgia and gather up produce from several famers including (peaches, tomatoes, watermelons, squash, okra and peas) to sell at the Eatonton's Better Home Town City Market. This program is designed to support local and regional farmers and gardeners by providing a direct marketing opportunity for their produce and agriculture-related products. AAFFI farm families added value to the market display by making fresh peach, pear and fig preserve, pickle tomatoes , cha cha, muscadine and apple jelly and sweet potato pies to sell at the market. These efforts increased production of quality, for local consumption and advise local consumers of availability of high quality, locally grown produce and agricultural products in their community.

On July 31, 2010 AAFFI partnered with God of Peace, Mothers against Crime, and Putnam County NAACP to host a "Back to School Stay in School" Festival. The group distributed school supplies to 200 plus students (grades Pre-K through- 1st year College Students). AAFFI members used this opportunity to talk to the youth about the future of Agriculture and the great opportunities in AGRI- Business. This was a community wide event that featured food, recreation, a mini health screening, entertainment, and school supplies give-a-way. African American Family Farmers, Inc. expresses sincere appreciation and gratitude to the department of USDA-RMA for the opportunity to continue this invaluable partnership.

An Innovative Financial Risk Management Program for Small-Scale and Limited-Resource Farmers

**Dr. Gregory Reed, Project Manager and
Ms. Velma Oliver, Co-Project Managers
Alcorn State University
Mississippi Small Farm Development Center**

Target Audience: 25-50 Small Scale and Limited-Resource Farmers in Mississippi

Project Partners:

Mississippi Association of Cooperatives
Alcorn State University Department of Agriculture Sciences
Alcorn State University Cooperative Extension Program

Geographic Area: Mississippi (state-wide)

Number of Farmers/Ranchers Reached: 40 (to-date, August 2010)

Project Scope and Status:

The purpose of this project is to fully develop and implement an effective financial risk management tool for small-scale and limited-resource farmers in Mississippi, and to assist them in maintaining their farming enterprises through application of sound farm management practices through a risk management program entitled The ARTS Program (Addressing Risks Today for Sustainability). The ARTS Program addresses agricultural risk and provides strategies to help farmers avoid risk. This grant focuses on financial management with the goal of getting 25-50 farmers enrolled in a farm records program. Participants submit sales and expense receipts through the envelope record keeping system, which is mailed to them for receipt collection. Receipts submitted by the participants are organized and electronically recorded in CenterPoint for Agriculture software. Data is analyzed and financial reports generated and are mailed back to the participants with details of farming activities during the quarter.

Expected Outputs and Outcomes:

1. An increase in the number of small-scale and limited-resource farmers keeping records and tracking cash flow.
2. Small-scale and limited-resource farmers are made aware of additional resources and are exposed to viable information.
3. Increase the awareness level of federal, state, and local government of small-scale and limited-resource farmers' issues.
4. Participants will have complete electronic financial records for one year of project, which can be utilized for tax purposes and access to additional capital.
5. Farmer profiles will be developed to showcase farm operations before program inception and after program intervention.

Achieved Outputs and Outcomes:

1. To-date (August 2010) 40 participants have enrolled.
2. Sponsored farmer participation in National Small Farmer's Conference.
3. Pre-assessment instrument has been developed and implemented. The instrument assesses farmers' knowledge of farm records and farm management practices. Experimental research design will be used to determine if there is an increase in knowledge through implementation of the post-assessment instrument at end of program.
4. Ongoing record keeping of participant's sales and expense receipts.
5. Opportunity for experimental learning. Agricultural Economics and Agribusiness Management students assist in organizing farm records and data entry. These students went through an orientation which outlined program requirements.
6. Debt management seminar and risk management trainings have been held.
7. Risk management articles have been submitted for publication in the local newsletter of Alcorn State University Mississippi Small Farm Development Center's *Small Farm Messenger*.

American Indian Mothers Risk Management Program

Beverly Collins-Hall, Project Manager American Indian Mothers, Inc.

Target Audience: Rural populations of underserved and socially disadvantaged American Indian socially disadvantaged farmers and ranchers, elders, women, youth; continue to experience crushing poverty, high rates of chronic and life-threatening diseases, unemployment, and under representation by FSA and USDA government services.

In addition underserved and socially disadvantaged populations' resources are limited and without farms there is little to hold youth, farm and ranch families together as communities. American Indian high-poverty counties have both the lowest share of people employed and the lowest share of men employed in full-time, year-round work compared with other high-poverty counties. Current economic conditions reflect a district-wide decline in the manufacturing base. This base has three major sectors: textiles; poultry and agricultural processing; and furniture and wood products. Each of these sectors is typified by low technology and low skills.

Project Partners: Working together, the American Indian Mother's Inc. (AIMI) Three Sisters Staff and Co-op, USDA/RMA along with North Carolina A & T State University Cooperative Extension, SAFFON INC., Operation Spring Plant Inc., Landloss Prevention Project, Robeson County Cooperative Extension, Robeson Community College Biotech Network Farm Services Agency, NRCS, USDA Wildlife agencies, NC Forestry, Double A. Farms, Locklear Farm, Sampson Strawberry Farm, Collins Plantation Farm, Canady Farms, Eastern Band of Cherokee Farmers, did assist growers in the acquisition of the production and farm business management skills required to supply produce of desired quality to the wholesale market.

This collaboration did make a transition possible that has improved the quality of life and increase farm gate income of American Indian, socially disadvantaged, limited resource and minority farmers in North Carolina.

Geographic Area Served: North Carolina (Statewide)

Number of Farmers/Ranchers Served/Reached: 100

Project Scope and Status: The primary purpose of American Indian Mothers Inc. Risk Management Project (RMP) / Three Sisters Project is to deliver outreach and technical assistance to assure opportunities for socially disadvantaged farmers and ranchers to successfully acquire, own, operate, and retain farms and ranches; and assure equitable participation in the full range of USDA programs. The American Indian Mothers Inc. Project will support a wide range of outreach and assistance activities in providing education, farm management, financial management, marketing, application and bidding procedures, and other areas.

The American Indian Mothers Inc. RMP goal of seeking innovative ways to increase the economic viability of underserved and limited resources for socially disadvantaged farmers and ranchers is consistent with AIMI's goals of improving the lives of American Indian and socially disadvantaged rural farming and ranching communities through sustainable agricultural practices

Outputs and Outcomes of the Project: Three Sisters Staff continues to conduct monthly workshops and two conferences annually providing risk management, education and training and obtaining the input and feedback from approximately 200 farm, ranch, women and youth stakeholders who have needs and concerns.

Objectives

- (1) Three Sisters Staff targeted existing networks and did formulate new, outreach and assistance focused on increasing the participation of American Indians, socially disadvantaged agricultural producers and agribusiness professionals in various USDA/RMA/NRCS/EPA/AMS/FSA/RD training and informational opportunities in American Indian Communities North Carolina serving twenty counties.
- (2) Three Sisters Staff will continue to develop or modify the farm and ranch management (including marketing) risk and financial management curricula and materials designed to increase the potential for farm and ranch ownership and management by disadvantaged agricultural producers and agribusiness professionals by continuing outreach support and monthly meetings.
- (3) The Three Sisters Staff has develop innovative delivery systems that improve the effectiveness of its programs; and
- (4) Continues to improvement in the means by which assistance is provided to the targeted audiences.

RMA

RMA will continue to collaborate with 3SS in assembling, reviewing, and approving risk management materials for producers in the Robeson County Area, to assemble risk management instructional materials appropriate for producers of Priority Commodities

RMA will continue to collaborate with the 3SS on outreach activities to agricultural producers and agribusiness leaders. This will include: (a) Reviewing and approving in advance all producer and agribusiness educational delivery plans;(b) advising 3SS on technical issues related to the delivery of crop insurance education and information; and (c) assisting in informing crop insurance professionals about educational plans and scheduled meetings.

Appalachian Grown: Risk Management Through Capacity Building and Marketing Initiatives

Charlie Jackson, Project Manager
Appalachian Sustainable Agriculture Project

Target Audience: Small farms, beginning producers, limited resource producers

Project Partners: Asheville City Market, East Fork Farm, Greenlife Grocery, Madison Farms, McConnell Farms, Mountain Food Products, Mountain Tailgate Market Association, NC Department of Agriculture and Consumer Services, NC Farm Bureau, North Carolina State University-NC Cooperative Extension

Geographic Area Served: Western North Carolina and the Southern Appalachians

Number of Farmers/Ranchers Served/Reached: 2,700

Project Scope and Status: The purpose of this project is to insure that limited resource and beginning specialty crop producers can maximize the opportunities in local markets and minimize risk. The opportunities for local farmers in local markets are tremendous. Local markets not only present specialty crop growers with increased market options, they offer markets that are less vulnerable to global price fluctuations. To access these opportunities, however, the limited resource, underserved, and beginning farmers need specific kinds of support, knowledge, and tools to operate successfully in different local market segments with specific market requirements. Project activities, grounded in a market-based change approach, will equip family farms with the information they need to successfully diversify, enter new markets, and minimize risk. Project activities have focused on three key outreach activities: (1) Local Food Campaign promotion, (2) farmer capacity building, (3) *Appalachian Grown* regional branding. These objectives will preserve and strengthen the economic stability of the region's agricultural producers by promoting and supporting the use of sound risk management tools among limited resource and beginning farmers.

Outputs and Outcomes of the Project: Project activities have focused on three key outreach activities:

- (1) Local Food Campaign promotion,
- (2) farmer capacity building, and
- (3) the expansion of *Appalachian Grown* regional branding.

In Local Food Campaign promotion, ASAP published and is distributing 100,000 *Local Food Guides*, published and distributed 500 copies of the farm to chef directory *The Mixing Bowl* to restaurants, institutional buyers, and local farmers; and expanded market opportunities to 500 limited resource and beginning farmers direct selling at the regions more than three dozen farmers markets and the Asheville City Market.

In farmer capacity building, ASAP held the Marketing Opportunities for Farmers Conference directed toward limited resource and beginning farmers (over 200 attended), developed and distribute 200 Risk Management Marketing Opportunities Tool Kits to attendees, and conducted 11 one-on-one business planning consultations with farmers.

In the expansion of *Appalachian Grown* regional branding, ASAP introduced farmers to appropriate markets (19); conducted 21 one-on-one market farm assessments; conducted *Appalachian Grown* program and certification outreach (432 farms are certified), expanding this outreach geographically and to new and beginning farmers; and developed and distributed *Appalachian Grown* in-store promotional materials.

Increasing Markets & Profitability for Limited Resource Farmers in Appalachia

Denise Barrett, Project Manager Appalachian Sustainable Development

Target Audience: The Target Audience for this project is limited resource farmers, new and youth farmers, and Hispanic and minority growers.

Project Partners:

- Jubilee Project, based in Hancock County, Tennessee, will be working closely with ASD on several critical dimensions of this project, including recruitment of farmers and provision of some educational and training services, particularly around off season and high tunnel production.
- University of Tennessee and University of Tennessee Extension, Virginia Tech University and Virginia Tech Extension are working with ASD on a two year organic research project. This is funded independently of RMA (an EPA grant). However, the results of this research will strengthen the productivity of farmers, particularly in terms of their ability to manage pests at low cost, organically.
- Two different organizations – the Harvest Foundation based in Martinsville, VA, and the Conservation Management Institute based in Blacksburg, VA are both working to link small farmers to larger and better markets, in order to improve their profitability and economic viability. ASD will be working with both of these groups to help them analyze, plan and possibly implement initiatives that strengthen farmers in their region and reduce their risk and failure rate.

Geographic Area Served: The geographic area served by this project is southwest Virginia and northeast Tennessee.

Number of Farmers/Ranchers Served/Reached: ASD serves approximately 50 farmers through Appalachian Harvest, a network of certified organic growers that works together to aggregate produce and eggs that are washed, graded, packed and distributed to wholesale buyers. In addition to Appalachian Harvest, ASD serves many other farmers through various outreach efforts that include training, farm tours, local meals, and other avenues that introduce people to farmers and farmers to new techniques.

Project Scope and Status: The purpose of this project is to build and expand markets for organic produce and sustainable farm products and to provide the training, technical assistance and peer support needed by limited resource farmers, new and youth farmers, and Hispanic and minority growers to successfully manage risk and build profitable farm enterprises.

Outputs and Outcomes of the project:

Objective 1: Increase the capacity of at least 100 limited resource farmers to manage risk and increase their economic and environmental sustainability through outreach, education, training and technical assistance.

Outcome 1: ASD continues to recruit farmers for its Appalachian Harvest business. The work that AH does to train farmers in the region impacts far more than 100 growers; however the number of farmers (in 2010) that currently grow for AH is approximately 50.

Objective 2: Strengthen and develop educational materials which help improve the knowledge and skills of a wide range of limited resource farmers.

Outcome 2: ASD staff continue to improve upon and add to the array of educational materials available to our farmers. The current growers manual contains more than 40 pages of information on a variety of topics such as: start up costs/returns, soil fertility and management, weed and pest control, recommended seed varieties, relevant National Organic Protocol language, and much more. Some of the growers manual sections are also available in Spanish.

Objective 3: Secure strong markets for organic and sustainable food products, sufficient to provide good economic opportunities for 100 or more farmers in the region.

Outcome 3: Appalachian Harvest works with 9 wholesalers to market its products. At the end of every growing season we obtain projections from these buyers for projected volumes of purchases for the upcoming season. Each year those projections greatly exceed the supply our growers can produce. In short, there is no shortage of sufficient markets for products. In fact, in 2010, AH has started working with local (conventional) growers to help them get their product to market affordably.

Objective 4: Explore new crops or new ventures with potential to generate additional income and market opportunities for limited resource farmers.

Outcome 4: ASD explored greenhouse production alternatives and is now working on a feasibility study on implementing a produce processing facility. The two alternatives will be weighed and the alternative best suited for area farmers will be selected and implemented. Additionally, every year AH staff look at the crop alternatives available to its growers. Those that have proven to be the most profitable and reliable will be kept. Those that are not will be dropped from the list. For example, cauliflower proved to be expensive, difficult to grow, and not particularly profitable, so it was dropped from the list of crop alternatives.

Objective 5: Work with other communities in southern and central Virginia, as well as other parts of the region to assist them with developing economically viable and ecologically sound farming opportunities for limited resource producers.

Outcome 5: In 2010, AH recruited and trained growers and obtained organic certification for growers in the Lexington and Lynchburg, VA areas. These farmers are growing produce for AH that is backhauled by AH trucks on return journeys to AH buyers. In 2011, AH hopes that these farmers will seek independent organic certification and that it will serve as a hub for other area farmers.

Year 2: Building Local & Regional Marketing Capacity with Resource Produce Growers

Dr. Calvin King, Jr., Project Manager
Arkansas Land and Farm Development Corporation (ALFDC)

Project Organization: This project is organized using the matrix project management philosophy of ALFDC.

Target Audience: African Americans experienced in growing fresh vegetable is the target audience.

Project Partners: Project partners for workshop/seminars included:

USDA Agencies:

Risk Management Agency

Farm Services Agency

Agricultural Marketing Service

National Resource Conservation Service

Rural Development

Market development partners include:

Alcorn University

Community System Consultants

Geographic Area Served: The geographical area served included East Central Arkansas and North West Mississippi.

Number of Farmers/Ranchers Served/Reached: The project has served 150 farmers/ranchers in workshops and seminars. Additionally, over 50 farmers have been served individually.

Project Scope and Status: The purpose of the project is to increase local and regional marketing capacity of limited resource and socially disadvantaged farmers in the South to ultimately gain access to the nation's mainstream wholesale fresh produce market. The production of fresh produce is an enterprise that can restore economic vitality to the southern small farm sector and our rural communities. Fresh produce production has excellent profit potential and has the possibility of generating significant income on small limited resource farms. This profit potential has risks associated with it. Producers must be prepared to not only produce a safe high quality crop, but also be an active and aggressive marketer. Successful production and marketing of fresh produce by minority and limited resource farmers require continuing training and technical assistance in risk management and mitigation techniques to enhance expanded and new market development, food safety, farm conservation and development strategies, and increased/uniform crop production. Training and technical assistance that focus on market development must go hand-in-hand with farm improvements and production issues.

Risk management training and mitigation techniques have been provided to over 150 small farmers and ranchers. Training addressed managing farm risks including managing financial risks, risk mitigation approaches for food safety through farm certification for Good Agricultural Practices/Good Handling Practices (GAP/GHP), direct marketing through local markets, and farm conservation funding opportunities. The project continues to provide individual training and technical assistance to this underserved group.

Outputs and Outcomes of the Project:

Risk management training and mitigation techniques have been provided to over 150 small farmers and ranchers. Training addressed managing farm risks including managing financial risks, risk mitigation approaches for food safety through farm certification for Good Agricultural Practices/Good Handling Practices (GAP/GHP), direct marketing through local markets, and farm conservation funding opportunities. The project continues to provide individual training and technical assistance to this underserved group.

Facilitating Mentorships for Young Beginning and Underserved Farmers: Farmers: Managing Risk through Peer Relationships

**Bruce Shimizu, Project Manager
California FarmLink**

Target Audience: Women, Asian Americans, African Americans, Hispanic Americans, Native Americans

Project Partners: Agriculture and Land Based Training Association (ALBA), California Certified Organic Farmers (CCOF), University of California Cooperative Extension (UCCE)

Geographic Area Served: State of California

Number of Farmers/Ranchers Served/Reached: (10/1/2009 – 8/15/2010)

Technical Assistance Sessions 3,186

Technical Assistance Clients 639

Outreach 1.2 – 2.3 million (see “California Report” & FOX News)

Project Scope and Status: “... to expand the capacity of experienced farmers and ranchers to use mentorship to address training and technical assistance on financial, legal, and human resource risk management strategies to underserved farmers.”

Outputs and Outcomes of the Project: The success of the project...is measured by at least 60 experienced farmers participating in mentorship trainings and at least 20 mentor-mentee relationships directly facilitated by FarmLink. Outreach will inform at least 10,000 farmers of the available project programming through media including radio, newspaper and the California FarmLink Website.

To-date the project has facilitated four mentorship workshops, which were attended by 108 beginning & experienced farmers. FarmLink staff also provided 21 farmers with one-on-one mentorship technical assistance.

FarmLink incorporates a discussion of crop insurance within the curriculum of its business planning workshops. During the project period, FarmLink facilitated 16 business planning & financing workshops that were attended by 733 farmers.

In August 2010, FarmLink co-sponsored a series of workshops on Livestock Gross Margin-Dairy Insurance that was organized by the California Center for Cooperative Development and featured Dr. Brian Gould, University of Wisconsin. Approximately 60 farmers & insurance professionals attended these sessions. LGM-D Insurance is not widely used by California dairy producers and FarmLink agreed to assist in promoting the event to its dairy producers and insurance professionals.

Since the project began, FarmLink has distributed (3) hard copy & electronic newsletters to its mailing list of over 2,072 farmers, which included information on mentorship and crop insurance workshop sessions. These workshops were also publicized through other organizational e-mails, newsletters, direct mail registration forms, and public service announcements on the radio & local television. The estimated outreach for these types of outreach is over 135,600 households.

FarmLink's website has received over 927,000 hits during the project period. These hits were initiated by over 20,600 unique visitors. The average traffic on FarmLink's website is 2,300 visitors and 103,000 hits per month.

Two unique media events also generated significant public interest in FarmLink during the project period. In December 2009, National Public Radio's Bay Area affiliate KQED's "California Report," aired a story on California FarmLink. The story was aired on 30 public radio stations statewide, with a potential listenership of over 745,000 households. The second media event was a national story on FarmLink produced by FOX News in July 2010. This story was edited into multiple stories and was broadcast on FOX News and also distributed to other non-FOX media outlets. FOX News has a viewership of 1.2-2.3 million households.

FarmLink also utilizes social media outlets to promote its programs and activities. FarmLink's Facebook site came online in Spring 2010 and currently has over 270 "fans."

Food Safety and Liability Insurance Issues for Limited Resource Farmers Marketing to Institutions

**Andrew Fisher and Kristen Markley, Project Managers
Community Food Security Coalition**

Target Audience: Limited resource producers and minority producers

Project Partners:

- Maine Organic Farmers and Gardeners Association
- Agriculture and Land-Based Training Association
- Jubilee Project
- Community Alliance with Family Farmers
- New Entry Sustainable Farming Project

Geographic Area Served: National

Number of Farmers/Ranchers Served/Reached: 5000 expected

Project Scope and Status: The purpose of this project was to increase limited resource producers' ability to market their products to local institutions through increasing their knowledge about the food safety and product liability insurance requirements of institutions and through identifying practical solutions for these producers to address these requirements.

Outputs and Outcomes of the project: The success of the project in terms of expected outputs and outcomes:

Outputs:

- Conducted assessments with 25 limited resource producers and five groups working with them about their abilities to meet food safety requirements and product liability insurance requirements of institutions.
- 200 reports printed; 2150 downloaded
- 500 brochures printed; 500 downloaded
- 500 audio versions created; 500 downloaded
- 50 participants attended short course on food safety and liability insurance held at CFSC's 2010 annual conference
- 5000 limited resource producers served/ reached through reports, brochures, CD's, short course, conversations, partner groups, technical assistance offered through agricultural professionals (who received publications through this project or participated in the project's short course or conversations)

Outcomes:

- Through this project's activities (including the October 2010 short course, the report, the brochure, and the CD developed):
 - In regards to the limited resource producers and agricultural professionals in attendance at the short course and/ or who read over the materials developed:
 - 80% indicated that they significantly increased their knowledge about the food safety and insurance requirements of institutions
 - 80% indicated they significantly increased their knowledge about the options that are available or can be developed to address the food safety and insurance requirements of institutions
 - 80% indicated that they significantly increased their understanding of what the potential risks might be on individual farms and how to develop a food safety plan to address these risks
 - 80% indicated they significantly increased their understanding of the legislative and administrative issues related to food safety issues
 - In regards to the agricultural professionals in attendance at the short course and/ or who read over the materials developed:
 - 80% indicated they felt more confident in their ability to assist limited resource producers in marketing to institutions through better understanding what food safety methods limited resource producers currently include on their farm, which food safety methods these producers may need more assistance or education on, what record keeping assistance they may need help with, and what resources and programs are available to assist agricultural professionals and producers on possible food safety challenges and potential solutions
 - In regards to the institutional food service operators in attendance at the short course and/ or who read over the materials developed:
 - 80% indicated a significant increase in their understanding of the obstacles limited resource producers face when trying to market products to local institutions, of the benefits of buying from local farmers, and how they may be able to help in developing solutions to these obstacles

Maximizing Success in the Marketplace as a Risk Management Tool

Kelly Coleman, Program Manager
Community Involved in Sustaining Agriculture, Inc. (CISA)

Target Audience: Women, Specialty crop producers, limited resource producers

Project Partners: Berkshire Pioneer Rural Conservation and Development, Greenfield Community College, Franklin County Community Development Corporation

Geographic Area Served: Berkshire, Franklin, Hampden, Hampshire, Worcester Counties of Massachusetts

Number of Farmers/Ranchers Served/Reached: Through this program CISA will have reached over 250 farmers through workshops, farm tours, networking opportunities, email newsletters, online resources, and one-on-one mentoring.

Project Scope and Status: Through this project CISA is offering a comprehensive marketing, financial and business risk management education program to underserved farmers growing priority commodities. Our purpose is to help farmers improve the economic viability of their farms, improve farmers' marketing, business, and financial management skills that will allow them to succeed in various markets, reducing marketing and financial risks, and to help farmers who have been underserved by traditional crop insurance and risk management options to access risk management information which will help them develop and stabilize their farm businesses.

Outputs and Outcomes of the Project:

To date (August 2010) this project has had a number of successes:

- We have hosted (or will host) 4 workshops/tours with a total of nearly 100 participants covering topics such as: energy efficiency for greenhouses and coolers, managing farmers' markets, and using Quickbooks to understand your business.
- We have hosted (or will host) 5 networking meetings with a total of nearly 125 participants.
- We have organized one-on-one mentoring and expert meetings for 24 farms on topics from email marketing to enterprise analysis.
- 249 farmers receive our email newsletter which lists resources, opportunities, classifieds, and articles to help farmers understand and mitigate on farm risk.
- We revised and updated our on-line resources pages, adding resources on land acquisition, farmer training courses, brand development, and developing a marketing plan. We are revising and editing resource materials on financial planning right now.

Expanding Horizons, Growing New Farmers

Jennifer Hashley, Project Manager

Community Teamwork, Inc. – New Entry Sustainable Farming Project

Target Audience: Women, Asian Americans, African Americans, Hispanic Americans

Project Partners: Tufts University Friedman School of Nutrition, Science and Policy; Community Teamwork, Inc.; Tufts University Cummings School of Veterinary Medicine; New England Small Farm Institute; East Boston Neighborhood Health Center; United Teen Equality Center; Project Able (Worcester, MA); Middlesex Community College; Farm Credit East; Lutheran Social Services (Worcester, MA); Lowell Telecommunications Cable Network; Adam Montri (Michigan State University); Brandeis University Team Consulting Project; Lowell Film Collaborative; Dracut Land Trust, Inc.; Americorp CTC VISTA; St. John’s School (Andover, MA); Boston University First Year Service Outreach Project, Nuestras Raices, International Institute of New Hampshire, Massachusetts Office for Refugees and Immigrants, Massachusetts Department of Agricultural Resources

Geographic Area Served: New England States

Number of Farmers/Ranchers Served/Reached: 4,800

Project Scope and Status: The purpose of this project is to expand New Entry outreach and T&TA roles to provide comprehensive risk management-based outreach, training and technical assistance programs to cover the agricultural “life cycle” for hundreds of underserved producers across Massachusetts, including multiple socially disadvantaged and limited resource audiences of immigrants and refugees, transitioning farm workers, younger farm interns and apprentices, and US-born minority and other underserved beginning farmers. RMA resources allow us to reach:

- **Prospective farmers** with prior farm experience looking to start their own farm enterprise;
- **Start-up farmers** in their first 3-4 years of a new farm operation;
- **Establishing farmers** in their 4th-10th years of operations as independent producers.

New Entry’s leadership is particularly strong in two aspects. First, we develop our outreach, training and technical assistance materials, crafted in a Plain Language format and tailored specifically to the needs and interests of our audiences. Secondly, we are increasingly a resource provider and trainer for other beginning farmers and the service providers and programs that serve them. We conducted a statewide assessment to form a Massachusetts beginning farmer outreach and training initiative. Our RMA accomplishment for 2009-2010 reflects this expanded role.

Outputs and Outcomes of the project:

Our RMA activities for 2009-2010 include expanding our core 4-year training program to include 20-30 new farmers and 20-30+ continuing farmers. Our overall outreach, training workshops and technical assistance also assist hundreds of other underserved farmers across the state. Specific outcomes include:

- 200+ farmers have learned about ag business opportunities **through New Entry outreach**
- 73 aspiring farmers have assessed suitability for farming through the *Explorer* farm planning and self-assessment course
- 1000+ farmers have learned about the New Entry 4-year TT& A program through New Entry recruitment efforts.
- 50+ organizations have collaborated with New Entry in outreach partnerships
- At least 200 prospective/practicing farmers were connected to education opportunities via access through New Entry
- At least 200 prospective/practicing farmers will be assisted to access resources available in MA through New Entry's 'Resource Guide to Farming in MA'
- 10-15 aspiring farmers were assisted to find jobs on farms through New Entry's employment-based farm training and mentoring services (over 400 farm employment directories distributed)
- New Entry's Beginning Farmer' course core curriculum was updated and delivered to 35 students
- New Entry's livestock training curriculum was updated and delivered to 209 students.
- New Entry's crop-based training curriculum for continuing farmers was updated and delivered to 72 farmers.
- 200+ producers will receive the newly established Plain Language Guide on Assessing and Evaluating Farmland
- Over 3,000 producers visited the New Entry website resource page between April – June 2010 (based on unique page views).
- One pilot distance learning webinar will be developed and broadcast to 50+ producers
- 3 training farms are available for crop and/or livestock production by New Entry farmers.
- 27 farmers produced detailed business plans of their farming enterprises via New Entry assistance with farm business plan development.
- 22 continuing farmers have progressed in developing effective farming techniques through ongoing New Entry technical assistance.
- New Entry has assisted over 30 farmers with expanded market connections in vegetable production and market connections in sustainable livestock production.
- 24 farmers sell through the World PEAS CSA (Community Supported Agriculture) program
- The New Entry farmland database (showing available farmland in Massachusetts) has been posted on-line, and is continually updated and available to all farmers in the region.
- 27 farmers were connected to land through the New Entry farmland database. Not all land matches have materialized, and New Entry continues to work with these land match farmers.
- Up to 15 producers will enroll in the New Entry fall 2010 Distance Learning Course
- 100+ underserved growers and staff will attend farm education workshops and conferences.

Alternative Livestock and Alternative Produce Production as a Tool for Risk Management

Renita Carter-Page. Project Manager Concentric Management Applications

Target Audience: African Americans * Hispanic Americans * Native Americans

Project Partners: American Friends Service Committee * Leon Sullivan Charitable Trust
North Carolina Agricultural and Technical State University * Rowan Baptist Association
Harris Teeter

Geographic Area Served: Mid-Atlantic and Northeast

Number of Farmers/Ranchers Served/Reached: 450

Project Scope and Status: Under the 2009 request for funding, Concentric Management Applications proposes the continuation and expansion of the Alternative Livestock production and marketing plan. The *MSS* is a systematic outreach service designed to inform, educate, and train producers in marketing functions. The critical strategies of the *MSS* can be applied to any livestock or produce market opportunities.

There are four major tasks that unite and give clarity, focus and definition to the activities of this project:

1. Attaining critical mass;
2. Achieving retail readiness;
3. Developing end market relationships and contracts;
4. Implementing transportation and logistical networks.

Access to alternative markets is the outreach tool we propose to use to present to socially disadvantaged, limited-resource, women and under-served producers: information that promotes the implementation of sound farm business and risk management strategies.

The alternative/specialty/premium livestock and produce markets hold much promise for our producer groups.

Even with the presence of alternative and specialty market opportunities, the lack of a marketing infrastructure prohibits underserved and limited resource farmers from accessing these markets beyond the lowest levels of the food market chain.

Having achieved measurable success in production readiness/capability, our process will carry producers beyond production and stockyard sales; and will expand their position in the markets chain. Direct sales, distribution center sales, and retail outlet sales represent the possibility of market opportunities for our producer groups.

Marketing is the cornerstone of any profitable farm enterprise. Small and limited resource farmers are in need of educational sessions and marketing outlets that are geared toward their production needs. The administration and management of any effective marketing infrastructure system most often far surpasses the ability of the limited resource, socially disadvantaged producer.

Furthermore, there is an evident gap between the position of limited resource small disadvantaged farmers and the position of other farmer groups in the food market chain. Any *Marketing Support System* model that is developed must effectively address all components of established industry marketing models.

The major goals of this project are to:

1. increase producer awareness of federal crop insurance programs
2. better prepare producers to utilize federal crop insurance
3. help producers implement strategies that will minimize loss and risk on their farm operations
4. increase the competitiveness of our producers in the marketplace and thereby create avenues for farm enterprise sustainability.

Outputs and Outcomes:

1. Facilitate linkages between underserved SDFR in the Northeast and New England and the 1890 Cooperative Extension services and programs at Delaware State and University of Maryland Eastern Shore
2. Provider training and education resources for identified SDFR in the Mid-Atlantic and New England
3. Hosted delegation of academics and farm raised prawn producers from Vietnam on tour of Thompson Prawn Farm
4. Facilitated market contacts for several producers with restaurants and small grocers in North Carolina
5. Co-sponsor of North Carolina Small Farm Conference
6. Co-sponsor Grassroots Leadership Conference (NC based agricultural mentorship council)
7. Facilitate technology and information transfers and exchanges between southern SDFR and SDFR in northern states
8. Support the New York Black Farmers and Urban Growers Conference
9. Facilitate establishment of three church based community markets supplied by local SDFR
10. Establish MOU with American Friends Service Committee to support efforts to link food underserved communities of color with SDFR

Risk Management Training and Technical Assistance for Immigrant and Refugee Farmers in Maine

**Craig Lapine and Amy Carrington, co-Project Managers
Cultivating Community**

Target Audience: Refugee farmers

Project Partners: Cooperative Extension, USDA Service Centers, Maine Organic Farmers and Gardeners' Association, National Immigrant Farming Initiative

Geographic Area Served: Southern Maine and New Hampshire

Number of Farmers/Ranchers Served/Reached: Fifty

Project Scope and Status: The primary goal is to deliver focused outreach and technical assistance, including educational programs, to educate farmers about risk management tools and techniques that will enhance their farm. Other project goals include leveraging resources that recent refugee/immigrant farmers can use to build their agricultural enterprises and empowering farmers to participate equitably in the many USDA and other agricultural programs. In order to achieve its goals and to help participating farmers identify and realize their goals, NASAP will deliver a combination of programs and services. NASAP will help farmers learn about United States agriculture and available services, build relationships with the service providers, and advocate for their rights to access services.

Activities in support of the farmers include:

- Outreach to refugee and immigrant communities
- Access to appropriate language services, including ESL and simultaneous interpretation services
- Individual goal setting, including an annual meeting with each participant
- Interviews for business counseling and enterprise development
- Training programs
- Access to land, including community garden sites and training farm
- Technical assistance on site at farms, gardens, and markets
- Access to credit, including "passing on the gift" and loan programs
- Access to capital, including IDA matched savings

Outputs and Outcomes of the Project:

Increasing refugee farmers' access to census, lending, conservation, and risk management programs will increase the number of sustainable immigrant/refugee owned farm enterprises.

NASAP will identify the use and document the effectiveness of tools and resources that beginning refugee/immigrant farmers in Maine and NH are using and will share these results with regional and national partners, including RMA's other outreach partners.

Risk Management and Community Outreach Program for Limited Resource and Under-Served Farmers

**Dr. Albert Essel and John Clendaniel, Co-Project Managers
Delaware State University**

Target Audience: Women, Asian Americans, African Americans, Hispanic Americans, and Native Americans

Project Partners: University of Maryland Eastern Shore
National Crop Insurance Services

Geographic Area Served: State of Delaware

Number of Farmers/Ranchers Served/Reached: 214

Project Scope and Status: The goal is to enhance the risk management skills of a minimum of 150 limited resource, women and socially disadvantaged producers through outreach, training and technical assistance programs. The specific objectives are:

- To provide educational programs and technical assistance to equip agriculture producers with the knowledge, skills and abilities needed to make sound risk management decisions.
- To train and assist agriculture producers in ways to increase farm profits through production and marketing of alternative agriculture enterprise and ethnic crops.
- To provide increased awareness and technical assistance for underserved and socially disadvantaged farmers to enhance their participation in crop insurance and other federal farm programs administered by USDA agencies.
- To improve the profitability of under-served agricultural producers by increasing their management skills through increased understanding of business planning, implementation and evaluation.

Outputs and Outcomes of the Project:

The success of the project is based on meeting the stated objective which produced the following outcomes...

- Twelve small scale and minority farmers from the Delaware region were able to travel to the 5th National Small Farms Conference in Springfield, IL. This gave them a chance to network with Ag Professionals and other farmers from across the country and sit in the educational sessions to get new ideas for their farm operations.

- DSU extension conducted one-on-one farm visits to 72 producers to provide information, technical assistance and training on production agriculture, general farm management, financial management, keeping and tracking farm business records, completing applications for USDA farm programs; developing business plans, and conducting on-farm risk management.
- After the establishment of three on-farm sites at cooperating producers' farms, DSU used the demonstrations to show methods and recommended practices/technologies for growing and marketing specialty crops and other alternative enterprises. Demonstrated enterprises included ethnic vegetables; small flock pastured poultry, as well as organic and traditional pole lima beans. While visiting the demonstrations 46 Delaware farmers received information and training on growing each new enterprise, production methods to improve productivity and reduce costs.
- Conducting six field days/informational meetings on meat goats, pastured-poultry, and aquaculture gave DSU extension the opportunity to promote researched and demonstrated projects at the University research farms to 77 targeted farmers.
- USDA programs outreach meetings were conducted in each county. Currently, over 60 producers receive updates of farm programs offered by various USDA agencies to include qualifications, application procedures, timelines and availability of technical assistance.
- The planned two-day risk management conference for small-scale and socially disadvantaged farmers in Delaware covering risk management solutions and strategies of all five (5) areas of risk was rescheduled due to inclement weather and is planned for November 10 & 11.
- DSU is still planning to conduct a two-day train-the-trainer workshop in mid- October at a central location to train approximately 20-30 educators and agricultural professionals from Delaware, Maryland, the mid-Atlantic and southern region, and other participating states using the materials developed. Provide crop insurance and financial management teaching materials and support so educators and advisors who participated in training workshops can utilize complementary educational materials.
- Currently DSU extension is working on a 5 minute video highlighting risk management outcomes with Delaware minority producers.

Navajo Nation Traditional Agricultural Outreach

Kyрил Calsoyas, Project Manager and Jamescita Peshlakai, Lead Coordinator Developing Innovations in Navajo Education

Target Audience: Native Americans, Socially and Disadvantaged, and Monolingual producing Navajo farmers, and potential Navajo farmers.

Project Partners: USDA Navajo field staff, Navajo Department of Agriculture, Oklahoma State University, University of Minnesota, Risk Navigator trainer, FSA and NRCS staff, Farm to Table, Southwest Marketing Network, Navajo Nation Agricultural Extension Service.

Geographic Area Served: The Western Navajo Nation area in Northern Arizona

Number of Farmers/Ranchers Served/Reached: A total of more than ninety Navajo farmers - including twenty or more limited English proficient or monolingual Navajo speaking farmers, twenty-five producing Navajo farmers, and fifty plus potential Navajo client farmers.

Project Scope and Status: The purpose of this project is to expose Navajo client farmers to the advantages of developing farms producing priority commodities on trust lands; give Navajo farmers effective practical knowledge of agriculture finance, income tax information, record keeping, financial planning, farm management, and marketing; give comfort in accessing online farm management information; help them understand the operational imperatives of integrating traditional Navajo agricultural practices and spiritual values; provide a reliable telecommunications platform and calendars for training events; offer access to technology applications in Navajo; teach specific risk management techniques; offer workshops; develop promotional strategies and materials; evaluate project benefits and results.

Outputs and Outcomes of the project: Objective 1 – more than fifty new potential Navajo clients were exposed to the advantages of developing farms producing priority commodities on trust lands allocated by the Navajo Nation. These farmers were given preliminary exposure to RightRisk and Risk Navigator in a series of workshops given over a period of four months (March and August'10); an overview of EQIP programs, background information on FSA direct and guaranteed loan programs, non-insured crop disaster assistance programs (NAP), Livestock Deficiency Programs (LDP), and Emergency Conservation Programs (ECP).

Objective 2 – more than eighty Navajo farmers and fifty Navajo Ranchers at target Navajo Chapter Houses were given effective and practical knowledge of agriculture finance, income tax information, record keeping, financial planning, farm management, risk management, and marketing education. Oklahoma State University agriculture Quicken Books curriculum was offered in a series of four workshops (two different locations), FINLRB developed at the University of Minnesota (one location), and numerous individual and small group workshops at various locations across the Western Navajo Nation including computer literacy training and FINPACK software and curriculum.

Objective 3 – More than one hundred Navajo farmers in eleven communities achieved a comfort level accessing online farm management information via USDA and other agricultural service organization websites (ATTRA, SARE...). Training methodologies and inventory controls were established appropriate toward client interests and aspirations.

Objective 4 – More than seventy farmers received training in Risk Navigator including experiential exercises and the creation of individual risk tolerance worksheets. Navajo traditions, culture and spiritual practices were shared in the Navajo language on at least seven different occasions by four different Navajo Medicine Men and Elders including a former President of the Navajo Nation. Both online and live experiential workshops were offered in traditional Navajo farming practices.

Objective 5 – Dine’ Inc. offered USDA, FSA, NRCS and Navajo Nation agricultural service providers and outreach service providers a reliable communications platform to deliver information and notifications to client Navajo farmers. Calendars listing events and training events were maintain for Navajo farmer clients at www.navajofarms.org as well as video and text information on farm management practices, often in the Navajo language.

Objective 6 – More than 13,800 visits to the www.navajofarms.org website were logged wherein limited English proficient or monolingual Navajo speaking farmers could access technology applications and traditional agricultural training. More than thirty producing Navajo farmers and ranchers participated in a series of roundtable workshops and discussions on four different occasions; Navajo language facilitation and translation was provided. Edited video presentations on a variety of topics are available at www.navajofarms.org. Participating farmers and ranchers were able to establish a network and strategies for addressing high priority issues and concerns.

Navajo Lifeway Outreach and Education Partnership

TahNibaa Naataanii, Project Manager DINE BE 'lina, Inc.

Target Audience: Diné and others trying to make a living from sheep, wool, and fiber arts, particularly the Navajo-Churro sheep.

Project Partners:

American Livestock Breeds Conservancy, Dr. Don Bixby, Emeritus Executive Director

ALBC is a scientific organization dedicated to conserving and promoting endangered breeds of livestock and poultry.

Hubbell Trading Post National Historic Site, Anne Worthington, Superintendent

HTPNHS is an historic site owned by the federal government and managed by the National Park Service. DBI utilizes HTPNHS opportunities for training and presents educational programs.

Land Grant Office, Diné College, Felix A. Nez, Extension Agent

Diné College and DBI have worked together closely since 1998, when the Land Grant Office helped produce the Sheep is Life Celebration at the Tsailé Campus.

Navajo-Churro Sheep Association, Connie Taylor, Registrar

N-CSA is the professional breed organization that maintains the registry for Navajo-Churro sheep in the United States. Currently, few Navajo producers register their sheep, but doing so will increase the animal's value.

Navajo Sheep Project, Dr. Lyle McNeal, Founder

DBI and NSP collaborate to conserve the rare and endangered Navajo-Churro sheep breed and restore them to the Navajo people.

Southwest Marketing Network, Jim Dyer, Director

SWMN provides on-site consultation and offers Navajo producers scholarships to the annual SWMN conference.

WESSTCorp, Agnes Noonan, Executive Director

WESST provides board training and financial education. The WESST staff has been working with DBI for several years.

Geographic Area Served: Navajo Nation located in present-day Arizona, New Mexico, and Utah; other locations where Diné may be residing; and outreach exhibits regionally and nationally.

Number of Farmers/Ranchers Served/Reached: In the core group - approximately 100 sheep producers and 200 Diné and other fiber artists; 1,200 individuals who attend events, many of whom are fiber artists and sheep producers. Additional 5,000 audience for media and other presentations.

Project Scope and Status:

Develop value-added products using Navajo wool to help Navajo shepherds and weavers earn a better economic return from their work, with a premium on handspun, Navajo-Churro wool in natural colors or vegetal dyes.

Partner with families raising Navajo-Churro sheep to improve shearing, skirting, and bagging techniques.

Develop a model project using reliable, technically-appropriate wool processing methods that are compatible with community needs and resources.

Document Diné shepherds' and fiber artists' perspectives on the Navajo-Churro sheep breed and the indigenous knowledge that informs the Navajo Sheep Culture.

Support existing three SpinOff groups and help at least two communities start new groups to provide opportunities for adding value to wool and developing inventory for internal and external markets.

To present the Annual Sheep is Life Celebration, bringing together people from many cultures who love sheep, wool, and fiber arts.

Outputs and Outcomes of the Project:

DBI's programs provide leadership, economic development, and support for traditional lifeways of Diné shepherds and weavers in order to

1. increase income from Navajo sheep, wool, and weaving
2. create infrastructures to add value to our sheep and wool products
3. revitalize our communities through culturally-relevant, value-added enterprise

Project Learning Objectives are to:

1. Understand financial literacy, organization structure, management, and business planning for improving risk strategies
2. Utilize bilingual and bicultural programs for understanding agricultural risks and risk management products
3. Improve risk through developing, assessing, and marketing value-added products
4. Document activities and evaluate milestones to demonstrate integration of risk management knowledge

Outcomes:

Producers are able to make better decisions, participate more fully in the market on their own terms, and increase their economic stability. Actions that result from this project include:

- Producers understand the importance of and effectively implement risk management strategies in their daily agricultural practices.
- RMA, USDA, and other educational and technical information is presented in Navajo and modified to be culturally-relevant.
- Trainings and hands-on workshops are relevant to Producers' specific interests, capacities, and resources locally and regionally.
- Producers implement sound risk management solutions to improve economic return on their investment of time and resources.
- Producers and community participants exercise their creativity to develop innovative value-added products that can meet the interests of niche markets.
- Those who participate in project workshops and trainings are empowered to be peer-to-peer mentors with other community members.

23rd California Small Farm Conference, *Sustaining Our Bounty*

Allen Moy, Project Manager California Small Farm Conference

Target Audience: The conference targets small-scale beginning and experienced farmers and ranchers, farmers' market managers and agricultural students. The scholarship program is targeted toward socially and economically disadvantaged persons of diverse ethnicity including whites.

Project Partners: Beverly Hills Farmers' Market, California Department of Food and Agriculture (CDFA), Community Alliance with Family Farmers (CAFF), National Center for Appropriate Technology (NCAT), Pacific Coast Farmers' Market Association, Pasadena Farmers' Market, San Diego County Farm Bureau, Santa Monica Farmers' Market, University of California Davis (UC Davis) AgrAbility Program, UC Davis Small Farm Program, USDA FSA, USDA NRCS, USDA RMA and USDA RD.

Geographic Area Served: State of California

Number of Farmers/Ranchers Served/Reached: Approximately 250.

Project Scope and Status: The purpose of this project is to convene a yearly educational conference. Attracting approximately 500 participants, the California Small Farm Conference is the state's premier gathering of small farmers, farmers' market managers, agriculture students and others. The goal of the conference is to promote the success and viability of small and family-owned farming operations and farmers' markets through short courses, tours and workshops. Opportunities for advancement in production, business management and direct marketing are presented by speakers from the University of California, USDA agencies and successful operators in the field.

Sponsorships and grants are critical to the success of the conference. Sponsorship funds keep the conference affordable and accessible for all attendees by underwriting conference expenses and keeping registration fees low. The sponsorships also allow the Small Farm Conference to maintain a robust scholarship program. The scholarship recipients represent an underserved group that rarely has the opportunity to receive information specifically designed to help them with business and production issues. The networking aspect of the conference has proved to be invaluable. Translation is provided in Spanish and Hmong, other languages also on demand.

For the 2010 conference 104 scholarships were awarded. They have a value of approximately \$550. 85.7% of the farmers receiving a scholarship stated their farm income was less than \$43,000 annually. 94% stated that they farmed less than 25 acres. Here is a breakdown of the ethnicity of those applying for a scholarship: White – 52%, Hispanic – 14%, Asian – 13%, Black – 3%, America Indian – 4%, Pacific Islander – 0% and Declined to State 32%.

Workshops were organized in five tracks with five courses in each. Track 1: Conservation Resource and Management Strategies; Track 2: Marketing and Business Practices for Successful Small Farms; Track 3: Building Your Bounty – Production Strategies for Small Farmers; Track 4: Strategies for Successful Farmers' Markets and Track 5: Hot Topics in California Agriculture.

Short Course Topics: Outlasting the Drought: Water Conservation Strategies for Small Farms; Value Adding to your Markets; Diversifying Farm Operations Through Agri-tourism; Greenhouse Production for Longer Seasons and Increased profits and *Is Organic Right For You?* An Overview of Organic Certification and Production.

Outputs and Outcomes of the Project: The success of the project was phenomenal by any measurement. I think this letter from a scholarship recipient says it all.

“Please accept my sincere thanks and gratitude for your support that scholarship making all possible for me to attend such an impressive farm conference. A small farm conference seems too brief and not quite suitable name for its offering. But I say it is very well organized, informative, knowledgeable, true techniques and advices from extensive years of farming experiences with all friendly and beautiful speakers, advisers and volunteers to help all comers to succeed that common goal, success in farming.

I also met quite few friends for sharing many ways associating with farming. Farming is a very difficult life, hard work and long hours working with various parameters. This conference has been given me many highlighted areas in guiding good start and firm road for me to making good step at a time for successful farming.

I just got back and do feel somewhat fatigue due to long hours of driving. But, my feeling just cannot stop me to write this appreciation letter for such a rewarding coming home trip.

Again, thank you so much for the opportunity and support the well being for our farm.”
Philip Luong

The only negative comments we received were in regard to meeting room size and lack of microphones in some rooms. Because it’s a conference we have no way of evaluating, specifically, how the information presented was implemented. However, based on the written evaluations almost 100 % said they took away ideas to use immediately.

“Southwest Marketing Network: Expanding Markets for Limited Resource, Socially Disadvantaged and Traditionally Underserved Farmers and Ranchers in the Southwest”

**Pamela Roy, Project Manager
Farm to Table**

Target Audience: Utah and Wyoming farmers, ranchers, organizations and agencies. Hispanics and Native Americans

Project Partners:

Southwest Marketing Network
Western Rural Development Council
National Center for Appropriate Technology
University of Arizona
Utah State University
Utah Department of Agriculture
Wyoming Business Council – Farm to School Program
Wyoming Department of Agriculture
Utah Farm to School Program
Dine Ag and other Native American groups
Tucson Food Bank

Geographic Area Served: The Southwest Marketing Network area is Arizona, Colorado, Utah, Wyoming, New Mexico and Tribal communities. In this year’s work we focused specifically on Utah and Wyoming at the request of RMA.

Number of Farmers/Ranchers Served/Reached: 80 plus

Project Scope and Status: The purpose of the Southwest Marketing Network (SWMN) is to improve the economic viability of limited resource, socially disadvantaged and traditionally underserved farmers, ranchers, and organizations in the Southwest (New Mexico, Arizona, Utah, Colorado and Tribal communities). The SWMN’s goal is to ensure that new, existing, and prospective Southwest producers – especially small-scale, alternative, and minority producers – are provided with the connections and business, marketing and risk management resources they need to improve their marketing success. The ultimate purpose of this project is to increase the number and viability of farms, ranches, and food enterprises in the Four Corners states (NM, AZ, CO, and UT). This proposal will focus on Utah and Wyoming with some peer-to-peer learning from all states to support Utah and Wyoming. This purpose is operationalized in the following objectives:

Objective 1: Develop a strong base of information and resources to support marketing efforts in the Southwest and provide outreach and support to the producers, producer groups, Cooperative Extension agents, USDA representatives, and others involved in marketing in the Southwest.

Objective 2: Offer needed training in business development, alternative marketing, and risk management, as well as capacity building in entrepreneurship, leadership, and asset development to Southwest producers--especially underserved small-scale, alternative, and minority producers.

Objective 3: Provide technical assistance to on-the-ground projects that utilize alternative marketing techniques. Present the results of these projects to other communities in the region, illustrating the approaches, techniques, risks and rewards.

Objective 4: Coordinate a Good Food Regional Steering Committee in which Southwest food system leaders, including producers, processors, distributors, and retailers, collaborate to develop regional value chains in which producers, processors, distributors and retailers engage in customer-centric, mutually beneficial business relationships.

Outputs and Outcomes of the Project: This project focused on Wyoming and Utah. We worked in partnership with local organizations to provide specific technical assistance and organizing, workshops and a Utah Wyoming centric Southwest Marketing Network Conference.

- 1) We worked with organizations in Utah and Wyoming to begin their Farm to School programs. This included helping them organize meetings with farmers, schools, and community members, develop scopes of work, attend and present at Utah and Wyoming conferences and meetings and provide technical assistance. We also assisted them in becoming active in the National Farm to School Network and through other funds made sure they had an opportunity to attend the National Farm to School Conference.
- 2) Worked with Utah to host a beginning and urban farmer conference that drew n more than 125 participants. The conference focused on risk management skill building through business training, farmer development, organizing farm to school efforts, and learning how to work with your community when focused on urban farming.
- 3) In partnership with the Western Rural Development Council and the National Center for Appropriate Technology we hosted the Southwest Marketing Network conference, again focused on Utah and Wyoming needs. The conference was attended by farmers, organization representatives and agencies, totaling 85 attendees. The focus was to provide in-depth farm-to-school training, grant writing and organizational development for farmers and organizations, policy advocacy training, and a full afternoon of information about USDA program including RMA and one-on-one technical assistance to all attendees in how they can access programs specific to their farming operations and organizations.

We continue to add specific topics to our Southwest Marketing Network website including an area of “technical experts” and a “how to” policy and advocacy section, provided two newsletters to more than 3,700 farmers, ranchers, and organizations in the Southwest, and maintain the database for the SWMN.

Minnesota Hmong Farmer Risk Management Outreach

**Tony Brown and Susan E. Stokes, Project Manager
Farmers' Legal Action Group, Inc. (FLAG)**

Project Organization: Farmers' Legal Action Group, Inc. (FLAG), a 24-year-old nonprofit law center that works through education and advocacy to keep family farmers on their land.

Target Audience: Low-income Hmong American farmers who have very low participation in risk management education and programs.

Project Partners: Association for the Advancement of Hmong Women in Minnesota (AAHWM), a 30-year-old organization that builds on the strengths and aspirations of Hmong American families, increasingly those who are reclaiming their traditions in farming.

Geographic Area Served: Minnesota (state-wide)

Number of Farmers/Ranchers Served/Reached: 189 limited resource Hmong American farmers: 160 through risk management training; 15 in new farm registrations; seven (7) applying for disaster relief through the new Farm Bill; and seven (7) applying for crop insurance.

Project Scope and Status:

This project is providing outreach, training, assistance, and informational opportunities to new and struggling Hmong American farmers in Minnesota to improve their knowledge of and use of risk management tools that improve their ability to make the sound risk management decisions they need to grow and sell specialty crops and underserved commodities, and ultimately make them more successful owner/operator farmers. The long-term goal of our **Minnesota Hmong Farmer Risk Management Outreach** is to stabilize and expand the population of socially disadvantaged, limited resource, socially disadvantaged, and traditionally underserved farmers who successfully own and operate thriving farm enterprises. The Hmong farming communities included in this work are struggling to embrace risk management tools, participate in USDA programs, and stay on their land. To meet our goals, FLAG and our collaborating organization use culturally competent education, training, individual farmer support, and RMA involvement, to improve knowledge of and access to existing and emerging risk management tools. The insights, resources, and strategies that are part of this proposed work in Minnesota will be applicable in new American farming communities across the country.

Outputs and Outcomes of the Project:

FLAG's project, **Minnesota Hmong Farmer Risk Management Outreach**, is reaching hundreds of limited resource, socially disadvantaged, and underserved family farmers who, until recently were disconnected from risk management programs or resources. Their farming was precarious, barely profitable, and often a second or third job. Now, scores of Hmong American farmers have benefitted from group and individual risk management training sessions, as well as individual assistance; and hundreds more have acquired educational materials FLAG distributed at trainings and through our collaborating partner, community organizations, and our website.

All of those farmers return to their land with a greater knowledge of the tools and resources available to them as they manage risk and debt, plan for the future, and secure the financial good health of their operation. They are Hmong American farmers like the wife and husband raising specialty crops in rural St. Michael, Minnesota, for the Minneapolis Farmers Market and their own household. They returned to farming after losing the jobs they had found after arriving from a Laotian refugee camp.

With the help of FLAG's project, **Minnesota Hmong Farmer Risk Management Outreach**, the family registered their farm with USDA and applied for NAP coverage—just before a storm wiped out most of their beets, greens, tomatoes, and melons. They are now in a USDA Farm Service Agency (FSA) claims process that will assure their recovery for years ahead. They also have become a model for their Hmong American farmer neighbors who suffered similar or greater losses in the storms, but without crop insurance, and who now are turning to FLAG to apply for FSA Non-Insured Assistance Program (NAP) to help secure their agriculture future. FLAG's capacity-building work with our collaborator, advocates, and community leaders will multiply those outcomes among dozens, perhaps hundreds, more family farmers across our region in the years ahead.

**Identifying and Managing Risk II: A Collaborative Approach
To Assist Small, Minority, Limited-Resource and Socially Disadvantaged
Producers to Mitigate Risk Associated with Value-Added Production,
Marketing, Estate Planning, and Intergenerational Farm Succession**

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

Target Audience: Small, Minority, Limited-Resource and Socially Disadvantaged Producers in the Delta and Southeast Regions of the United States

Project Partners:

USDA Risk Management Agency
Southern University Law Center
Tuskegee University College of Agriculture

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

Number of Farmers/Ranchers Served/Reached: 820

Project Scope and Status:

The Federation of Southern Cooperatives/Land Assistance Fund (Federation), Southern University Law Center (SULC), and Tuskegee University College of Agriculture (Tuskegee AG) have partnered with the USDA Risk Management Agency (RMA) to provide outreach to small, minority, limited-resource and socially disadvantaged producers in the Delta and Southeast regions of the United States on the existing and emerging risk management tools that can be useful to producers and producer cooperatives entering and considering alternative crop production, value-added marketing, establishing or utilizing a value-added facility, and the risk management tools of estate planning and intergenerational farm succession.

To accomplish these objectives, the partners have developed an *Estate Planning Primer* and *Risk Mitigation Guide for Small Value Added Facilities*. The Federation has also updated and reproduced the *What Every Landowner Should Know* brochure series and state-specific landowner manual entitled, *Land Loss Prevention Manual*. The *Estate Planning Primer* will provide producers with a template to facilitate the compilation of information needed for an attorney to prepare an estate plan; and, to provide useful tools to consider in the area of intergenerational farm succession planning. The *Risk Mitigation Guide For Small Value Added Facilities* will provide producers with risk management tools to address those risks associated with owning, operating, and utilizing a small value added facility. These materials have been disseminated at the workshops held in each target state.

Outputs and Outcomes of the Project: The expected outputs and outcomes of this project are as follows:

1. Education Outreach Project Component. The project partners are to complete workshops in each target state for a total of 10 workshops. Of the ten workshops, five are to focus on intergenerational farm succession and estate planning, and five are to focus on risk management tools associated with value-added production. The partners are to reach a total of 225 producers from the ten workshops. The partners are to also participate in four annual producer conferences held by the Federation. These conferences are: The Alabama State Association's Annual Meeting in Epes, Alabama; The Mississippi Association of Cooperatives Annual Meeting in Jackson, Mississippi; the Federation's Annual Meeting in Epes, Alabama; and, the Albany Annual Farmers Conference in Albany, Georgia. The anticipated goal for producers reached at the annual conferences was 750-1000 producers. The project partners reached 650 producers at the conferences. The partners reached 170 producers at the workshops. The five, value-added production workshops will commence following production of the *Risk Mitigation Small Value Added Facilities*.
2. Education Material Development Project Component. The project partners met its goal in this component of the project. The partners reproduced 1500 *Land Loss Prevention Manuals* (300 per target state), and 2500 *What Every Landowner Should Know* brochure series (500 brochures per topic area. The Federation also developed and printed 1250 copies of the *Estate Planning Primer*. The *Risk Mitigation Small Value Added Facilities* is slated for print by September 13, 2010.

The Limited Resource, Socially Disadvantaged and Traditionally Underserved Producers Financial Literacy Training Project

**Ivan Thornton, Project Manager
Fiduciary Management Group, LLC**

Target Audience: African-American, Native American, Hispanic/Latino American and Asian American farmers

Project Partners (to date):

- The Winston County (Mississippi) Self-Help Cooperative
- Southern University Law Center
- The Louisiana Association of Cooperatives

Geographic Area Served: Eastern Region

- Louisiana
- Mississippi
- North Carolina
- Virginia

Number of Farmers Reached (to-date, August 2010): 437

Project Scope and Status:

The Limited Resource Producer's Financial Literacy Project via Fiduciary Management Group, LLC aims to provide traditionally underserved and socially disadvantaged farmers – particularly African-American, Native American, Hispanic and Asian – with the necessary financial knowledge, training, tools and skill-sets that would enable them to become financially self-sustainable and competitive. The program is designed to help these farmers become more efficient and financially independent. This training includes, but is not limited to:

- Cash flow management
- Tax and accounting rules and regulations
- Risk management
- Retirement planning
- Estate planning

Outputs and Outcomes:

The goal of the project was to provide targeted farmers with a framework of knowledge and understanding of financial terminology, rules and regulations, and various financial resources and programs. It was our attempt to equip targeted farmers with the necessary tools and skill sets that would enable them to be self sustainable and competitive. In our attempt to execute on our plan in the most efficient manner, Fiduciary Management Group, LLC chose the strategy of aligning ourselves with various farmer-specific organizations to partner with. We were able to partner with these organizations by participating in their various conferences. This strategy allowed us to maximize our reach by taking advantage of critical mass, thus saving time and money.

Also, we found that these organizations had good rapport with the targeted audience, as there exists a degree of familiarity and trust. We felt that were we to approach the farmers on our own, there would be a degree of hesitancy on their part given that we were not a known entity, and are a New York based financial institution. These organizations provided excellent introductions to the targeted audience.

Members of the FMG team participated in a series of conferences where we were able to host symposiums, teach-ins and one-on-one private consultations with the targeted farmers in a non-threatening, user friendly environment. Our goal was to establish, on average, one conference per month in the targeted geographic areas. Though the title of each symposium may have been different, the information delivered was consistent. The topics ranged from “Proper Financial Controls, Long-Term Planning and Ownership Transfer” to “Optimal Cash Flow Management” to “Debt Capital Management and Credit Rating Implications.” In most of the sessions, the targeted audience showed particular interest in Estate Planning and Ownership Transfer techniques. There was also considerable focus on the use of the IRS Schedules C and F. FMG team members were quite surprised see how few farmers were familiar with this process. In the first four (4) months of the year, the Pigford II Settlement dominated discussion. During that time there was considerable news coverage pertaining to a forthcoming, long-awaited settlement. Seemingly each month, a bill had made its way through Congress with an allocation for funding of the Pigford Settlement. Clearly this was a hot topic of discussion. In dialogue, FMG members provided the targeted audience with publically available information on the Pigford II process and updates. Our focus however was to provide guidance on proper management of the potential lump-sum distributions.

In mid-May, there was a shift in focus as we received an urgent demand for assistance from the Gulf Coast, particularly from the Native American communities. The BP Deepwater Horizon Disaster had occurred in April and these communities were adversely impacted. Processing plants were shut down and for all intense and purposes shrimpers, oysterman, fisherman and the like were out of business. The claims process was proving quite onerous and there was need for advice pertaining to emergency budgeting. FMG members spent considerable time in the Gulf in areas such as Dulac, Houma, Terrebonne and St Tammany Parish assisting Native Americans, Asian Americans and Africa Americans through the BP documentation process.

In short, the impact that FMG, LLC has had on the lives of these hard working fellow Americans through the USDA’s Outreach and Assistance Partnership Project has been substantive. By providing the assistance, guidance, education and information to these farmers, we have in affect helped many to keep their farms in their family, expand where they could, and simply run a more efficient operation. As for the BP Gulf Coast effort, we are proud of the good work we have done there by providing much needed assistance to a much challenged community.

Crop Insurance Risk Management Strategies for American Indian Producers in the Contest of the New 2008 Farm Bill Disaster Programs

**Chris Martinez Project Manager
Fort Peck Community College/Department of Community Services**

Target Audience: Native American families involved in agriculture

Project Partners:

Risk Management Agency (RMA)
Fort Peck Community College
Montana State University
Blackfeet Community College

Geographic Area Served: American Indian agricultural producers from seven Montana reservations, and one Wyoming reservation.

Number of Farmers/Ranchers Served/Reached:

At the Billings, Montana conference, during the course of the whole day we had a total of 71 people participating, of which over 50 were from reservation communities.

At the May conference on the Blackfeet reservation, 21 people attended, of which about 7 were from reservation communities.

Through the use of the <http://www.ampc.montana.edu/> and http://www.fortpeckcommunityservices.com/div_of_ag/index.html websites, the created policy and briefing papers can be view by thousands of individuals involved in agriculture.

Project Scope and Status:

The purpose of this project was to identify existing, and where necessary develop new culturally appropriate curriculums and supporting curriculum materials. Another objective was to work with the RMA selected evaluation contractor to evaluate the effectiveness of the educational programs. Once we had approval from RMA on the accuracy of the material, and deliver the curriculum and curriculum materials for one-day risk management education conferences. An additional objective was to provide the curriculum materials to all American Indian agricultural producers in the Northern Great Plains by publishing the curriculum and curriculum materials on web sites.

Outputs and Outcomes of the Project:

The success of the project can be seen through the continued collaboration of the partners involved and RMA's input and approval of the following curriculum created;

- [Policy Paper 34](#): Livestock Forage Disaster Program (LFP): Wyoming
- [Policy Paper 31](#): Livestock Indemnity Program (LIP): Montana
- [Policy Paper 33](#): Supplemental Revenue Assistance Payments (SURE): Montana
- [Briefing 101](#): Emergency Assistance for Livestock, Honey Bees and Farm-Raised Fish Program (ELAP): Wyoming

[Briefing 100](#): Emergency Assistance for Livestock, Honey Bees and Farm-Raised Fish Program (ELAP): Montana

Housing Education and Long-term Planning (HELP) Program

Keishon J. Thomas, Project Manager
Fort Valley State University Cooperative Extension Program

Target Audience: Small-limited Resources Farmers/Landowners

Project Partners:

University of Georgia
USDA Rural Development
Georgia Legal Services
Team Agriculture Georgia
African American Family Farmers

Geographic Area Served: State of Georgia

Number of Farmers/Ranchers Served/Reached: To-date (August 2010) 130 small limited resource farmers/landowners have been reached.

Project Scope and Status: The Housing Education & Long-term Planning (H.E.L.P.) program will assist minority producers and farmers with housing and long-term planning to ensure the sustainability of their operations for generations to come. The H.E.L.P. program will provide three (3) workshops to minority and limited resource farmers on housing education and long-term planning, (i.e. estate planning). Increase communications and outreach to small, minority and limited resource farmers/landowners. Create an electronic database, including GIS of small minority and limited resource farmers/landowners located in the black-belt counties of Georgia. Lastly, the H.E.L.P. program will develop estate planning tools (i.e. wills and deeds) to assist the target audience.

Outputs and Outcomes of the Project:

Project Agreement #10IE08310031 has appointed a planning committee for the Hancock County workshop. The committee will hold a meeting in September 2010.

H.E.L.P. sponsored its first of three workshops in Jeffersonville, GA at the Twiggs County High School on June 7, 2010. Over 70 minority and limited resource farmers attended the event. Topics included Social Security and Estate Planning.

H.E.L.P. has secured information on 130 farmers to begin input onto database. The database will continue to be updated regularly.

H.E.L.P. has developed a resource manual that contains estate planning tools including; understanding the living will, glossary of terms, and power of attorney for healthcare and financial.

HELP has distributed estate planning information to over 60 farmers.

**Growing Growers for the Good Food Movement
A Mentoring & Outreach Program
for Underserved Local & Organic Farmers**

**Alice Rolls, Project Manager
Georgia Organics**

Target Audience: Socially disadvantaged producers, Sustainable Producers, Organic Producers

Project Partners: University of Georgia
Fort Valley State University
USDA Natural Resource Conservation Service,
USDA Agriculture Research Service
Experienced Sustainable
Organic Farmers in Georgia

Geographic Area Served: State of Georgia

Number of Farmers/Ranchers Served/Reached

Mentor Program: 15
Phone, In-Person, E-mail Support: 240
Workshops/Field Days: 210
Georgia Organics Conference: 450
Exhibiting at other Conferences: 700
Georgia Organics Communications (Web/Newsletters/Food Guide): 5,000

Project Scope and Status

The continued strength in national organic food sales coupled with the rise in farmers markets, CSA's, and local food retail and restaurant outlets nationwide is creating a supply and demand tug of war that will ultimately dictate the growth of this movement. Sustainable and organic farmers are being sought to fill the demand void, but robust strategic education and resources are only now forthcoming with the 2007 Farm Bill. States and cooperative extension services have been slow to address the needs for educational training and outreach leaving a network of small nonprofits, agencies, and farm-related organizations with the task of devising creative solutions on limited budgets.

The South lags behind in organic acreage. Georgia, Tennessee, Alabama, South Carolina and Mississippi rank 42nd, 43rd, 44th, 49th and 50th respectively out of 50 states in certified crop and pastureland. Georgia, as the 5th largest vegetable producing state in the nation, is well poised to capitalize on these shifting markets, along with other southern states, but challenges must be overcome to support underserved farmers in their migration towards organic production while developing the necessary infrastructure to foster local markets.

Georgia Organics' project builds on a successful history of risk management training, direct mentoring, and outreach to diverse audiences through strong collaborative partnerships. Specifically the program is designed to:

1. Mentor 200 farmers through educational workshops, field days, conferences and the organization's year-long farmer-to-farmer mentoring program.
2. Market and educate farmers through the organization's two key communication tools: the Local Food Guide and web-based resources, networks and marketing directories.

Outputs and Outcomes of the Project

1. Mentor 200 farmers through educational workshops, field days, conferences and the organization's existing farmer-to-farmer mentoring program.
 - a. Provide year-long, farmer-to-farmer mentoring for twelve new, emerging or transitioning farmers through hands-on consulting and farm visits with experienced and knowledgeable growers.
 - b. Host quarterly in-depth workshops on pertinent risk management topics in collaboration with project partners. Include on-farm training where possible.
 - c. Offer 30 scholarships for underserved and limited-resource farmers to attend Georgia Organics annual two-day educational conference.
 - d. Participate in six key farm conferences and trade shows in the South, primarily in Georgia, with collaborative partners to improve outreach to wider and more diverse audiences.
2. Market and educate farmers through the organization's key communication tools.
 - a. Produce the 4th edition of the Local Food Guide.
 - b. Improve and upgrade web-based technologies to provide better educational resource delivery and connectivity solutions for producers to interact with each other as well as potential buyers and consumers.

New Farmer Development Project

**Michelle Hughes, Project Manager
Greenmarket/GrowNYC**

(Formerly known as Council on the Environment of NYC)

Target Audience: All immigrants with a current focus on Hispanic Americans; Socially Disadvantaged and Limited Resource Producers

Project Partners:

- USDA Risk Management Agency (RMA)
- USDA Farm Service Agency (FSA)
- USDA Natural Resources Conservation Service (NRCS)
- New York State Department of Agriculture and Markets
- County Cooperative Extension Agents in NY, NJ and PA
- Beginning Farmer Learning Network
- Heifer International
- New York Immigration Coalition
- Basis Foods/Farm to Chef
- New York and New Jersey FarmLink Programs
- Scolaro, Shulman, Cohen, Fetter & Burstein, P.C.
- Cornell Small Farms Program
- New York Farmers Market Federation
- New York Immigration Coalition
- Mi Kitchen es Su Kitchen
- NFDP Advisory Committee
- Established farmers
- Regional landowners
- African Services Committee
- CAMBA
- New Immigrant Community Empowerment (NICE)
- New York Kitchen Co.
- Open Space Institute (OSI)

Geographic Area Served: New York, New Jersey and Pennsylvania

Number of Farmers and Ranchers Reached: 40

Project Scope and Status: The purpose of this project is to educate and support immigrants with agricultural experience to become successful farmers in the northeastern United States.

The New Farmer Development Project (NFDP) is based in New York City, and supports new farmers in New York's Hudson Valley and Catskill Mountains, as well as in New Jersey, and Pennsylvania. New York State lost 6% of its farmland between 2002 and 2007, and at the same time, the NYC Department of Planning estimated that there were 3 million people in NYC in high need of fresh food.

Over the past ten years, we have trained more than 150 limited resource farmers from Latin American countries to farm working with the opportunities and challenges of this region. Since 2000, 21 NFDP farmers have established their own farm businesses, and 6 have purchased land in the region. These farmers represent the next generation of local food producers, and their success will help preserve regional farmland and increase the supply of fresh food in city neighborhoods.

Our goal is to provide these farmers with the training, information, and assistance they need to operate economically and environmentally sustainable family farm businesses. We offer comprehensive training programs for both new and more established farmers that focus on the risks that new farmers face in our region and existing and emerging risk management tools. As part of these programs, participants are provided with production, marketing, financial, legal, and labor information and resources. We also provide individualized support including farmland identification, one-on-one marketing and production assistance, mentorship opportunities and access to a microcredit loan fund.

Project Outputs and Outcomes: To date, the NFDP has achieved the following outcomes:

- 21 immigrant-owned farm businesses have been started successfully with the support of the NFDP. This includes 2 new farm business started in 2010.
- NFDP farmers are selling fresh vegetables, fruit, flowers, pastured poultry and eggs, and honey throughout New York City and the Hudson Valley.
- 20 NFDP farmers are enrolled nearly 70 farmers markets for the 2010 market season, and 7 farmers will sell to 15 CSA communities in the 2010 season.
- NFDP farmers have brought a variety of fresh specialty produce into the marketplace, including *papalo*, *pipicha*, *alache*, *epazote*, *verdolaga*, *tlapanche*, squash blossoms, tomatillos, various hot peppers, and callaloo.
- NFDP farmers made approximately \$230,000 in Farmers Market Nutrition Program (FMNP) checks and \$40,123 in Electronic Benefits Transfer sales in 2009, and these totals are expected to increase this market season. FMNP checks are given to low-income individuals participating in the Women, Infants, and Children (WIC) and Senior Citizens Programs so that they may have greater access to fresh local fruits and vegetables.

In addition, outputs for 2009 included:

- 68 farmers attended 6 NFDP advanced training workshops
- 18 farmers attended regional conferences and trainings
- 8 NFDP farmers have received individual financial management training
- 5 NFDP farmers worked with established, mentor farmers
- 150 participants received NFDP newsletters
- NFDP provided simultaneous English-Spanish interpretation for all advanced training workshops, meetings and 5 regional conferences and workshops
- 6 microcredit loans totaling \$30,000 have been made to NFDP farmers by the NFDP farmer advisory committee, and 3 loans totaling \$8,000 have been repaid.

Growing Opportunities: Regional Outreach, Training and Marketing Project

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

Target Audience: Socially disadvantaged and/or limited resource farmers/ranchers, including Women, African Americans, Latinos, Asian-American, Native Americans, Immigrants, and low-income “urban farmers.”

Project Partners:

Dorothy Grady-Scarborough, Mississippians Engaged in Greener Agriculture
Dr. Barry Colley and S. Diane Colley, Seven Harvest, Inc.
Dr. Mark Latimore, Fort Valley State University
Gary Heine, Breaking New Grounds
Malik K. Yakini, The Detroit Black Community Food Security Network

Geographic Area Served: Midwest (WI, IL, IN, IA, MN, MI)
South (AR, MS, LS)
Southeast (GA, SC)
Metropolitan Louisville, KY

Number of Farmers/Ranchers Served/Reached: 250

Project Scope and Status: The purpose of this project is to support the development of Regional Outreach, Training, and Marketing Centers that will support limited resource (LR), socially disadvantaged (SD), and traditionally underserved farmers and ranchers, i.e., African American, Latino, Asian, immigrant/refugee, and women. The Growing Opportunities project will provide culturally appropriate technical assistance and outreach services that will directly increase farmers/ranchers with long-term capacity building and the ability to access USDA programs, services, and resources, to utilize low-cost, proven, risk mitigating production strategies, and to establish and sustain new market opportunities. This will all significantly enhance their economic sustainability.

Outputs and Outcomes of the Project:

Outcome 1: Increase the capacity of five SD/LR farmer rancher outreach partner sites to serve as training and technical assistance providers in their respective regions.

Outputs: Construction of a hoop house and the installation of composting, vermicomposting, and aquaponics systems at the respective sites and training of regional staff

Outcome 2: Increase the knowledge and use of USDA programs, services, and resources on the part of LR/SD farmers and ranchers in the five geographic regions targeted in this project.

Outputs:

- Access to USDA programs, services, and resources through the community-based Farm Service Agency kiosk stationed at the Growing Power National Training and Community Food Center (workshop participants and the general public has access to the computer).
- Information sessions provided by USDA partners and project staff at all national and regional trainings
- Through regional centers the following provided:
 - Assist producers in signing-up for the Minority Farm Registry and the farm identification survey
 - Provide one-on-one technical assistance in preparing applications for USDA programs, services, and resources, as may be appropriate
- Development, publication, and dissemination (mail and e-mail version) of semi-annual newsletter focusing on USDA programs, technical training opportunities, and other relevant information for LR/SD producers

Outcome 3: Improve the growing, processing, and marketing skills of LR/SD farmers and ranchers.

Outputs:

- Five national workshops in Milwaukee and one regional training at each of the other five SD/LR farmer/rancher outreach partner sites focusing on the following: Building soil fertility through the use of compost and vermicomposting; High yield production practices, i.e., plasticulture, raised beds, extended season production; Post harvest practices, i.e., hydro-cooling, proper packing and storage; Marketing strategies for local and regional markets; and Developing the capacity of LR/SD farmers and ranchers to sustain accounts with consistent delivery of quality products.
- One-on-one technical assistance related to the above and to LR/SD farmers/ranchers seeking organic certification provided primarily at regional sites

Outcome 4: Increase the number of LR/SD farmers and ranchers marketing their products through the Rainbow Farmers Cooperative to the City of Milwaukee, the State of Wisconsin, and the Metropolitan Chicago, IL area, thus increasing their economic sustainability.

Outputs:

- Conduct market research on crops that are in demand in the targeted northern markets
- On-going training, technical assistance, and mentoring for LR/SD producers focusing on optimizing the quality, quantity, and consistency of their products
- Training provided to LR/SD producers to increase their marketing skills

Community Outreach and Assistance/ Farm to School Project

Hispanic Farmers & Ranchers of America Inc. Lupe L. Garcia Project Manager

Target Audience: Hispanic Americans, Women, Other

Project Partners: N/A

Geographic Area Served:

Southern New Mexico (Dona Ana County, NM)
Far West Texas (El Paso County, TX)

Number of Farmers/Ranchers Served/Reached: 300 Farmers & Ranchers

Project Scope and Status:

The goal of the project is to provide outreach and technical assistance and ultimately improve the economic viability of their respective farms. Service will focus on enhancing success through the introduction of technology; technical assistance with farm financial management, and loan applications; banking, and other life skills training.

The project currently provides risk management education and community outreach in Dona Ana County, NM and El Paso County, TX. These counties consist of a high concentration of socially and economically disadvantaged minority women, and men who own/lease and operate their own their perspective farms and ranches throughout the project region.

Currently the Hispanic Farmers and Ranchers of America Inc, (HFRA) Outreach and assistance project are providing individualized, one-on-one educational instruction and intensive training to program participants. Technical assistance is provided on topics such as quality production in agriculture, preparation of marketing plans; usage and tracking of farm business records; training participants in the use of computer programs such as a simple spread sheet and how to create and fill and use in their day to day life; using computer programs to help analyze their farm records to know what is effecting their bottom line. The project is also aiding in completing applications for FSA farm ownership and operating loans, while conducting on farm/ranch risk management.

On September 15th 2009 during the Project Directors Meeting, the Hispanic Farmers and Ranchers of America Inc, was awarded funding in the amount of \$125,000.00 dollars for fiscal year 2009/2010. In receiving funding for our USDA Risk Management Agency community based project, the Hispanic Farmers and Ranchers of America will be able to expand our outreach to our regions small farmers and ranchers by aiding and informing them of the need to obtain more profitable and sustaining markets for their products, while informing more of our regions small farmers and ranchers on the necessity to learn risk management strategies and obtain crop insurance while aiding them to acquire and obtain new markets and more marketable options as well as try to create a new market for our areas farmers produce by forming a Farm to School program where the areas produce will be served at area schools during Breakfast and school lunches. This is greatly needed in our area.

Outputs and Outcomes of the Project:

Outputs:

- Maintain the number of socially disadvantaged farmers and ranchers who own and operate farms and ranches in the target region
- Introduce viable new markets and effective marketing strategies to improve competitiveness and profitability of area small farmers and ranchers
- Increase local marketing opportunities for small farmers and ranchers
- Develop a Farm to School Program for Southern New Mexico

Outcomes:

- Developed Farm to School Program with our local Las Cruces Public School District and provided produce through the sale of Cantaloupe, Watermelon & Zucchini Squash grown by our local farmers. By doing so this created a new market for our farmers. Our local school district is comprised 32 schools and the pilot Farm to School program was able to provide the aforementioned produce to four schools in the district. Hopefully with continued funding, HFRA can continue to provide this service and market to our local school district and farmers in the coming year.
- Provided a new market for locally grown Onions to be sold to the Eastern part of the United States.

Tribal Producer Risk Management Training/Tribal Assessment

**Dick Gooby, Project Manager
Indian Nations Conservation Alliance (INCA)**

Target Audience: Indian Nations and their citizens in California, Idaho, Montana, Nevada, Oklahoma, Oregon, and Washington

Project Partners (as follows):

OKLAHOMA:

39 Indian Nations located in Oklahoma/Oklahoma Tribal Conservation Advisory Council
Oklahoma Conservation Commission
USDA/ Federal Agencies – Risk Management Agency (RMA), Natural Resource Conservation Service (NRCS), Farm Service Agency (FSA), Rural Development (RD), Animal Plant Health and Inspection Service (APHIS), United State Geological Service (USGS)
University of Arkansas/Southern Education Risk Management Center

OREGON:

Burns Paiute Nation
USDA Agencies – RMA, NRCS, FSA, RD, APHIS

WASHINGTON:

Colville Reservation –
USDA Agencies - RMA, FSA, NRCS

NEVADA:

USDA Agencies – RMA (CA), FSA, NRCS

CALIFORNIA:

USDA Agencies

IDAHO:

USDA Agencies

MONTANA:

USDA Agencies

Geographic Area Served: California, Idaho Montana Nevada, Oklahoma, Oregon, and Washington

Number of Farmers/Ranchers Served/Reached:

OKLAHOMA: INCA, in partnership with the Oklahoma Tribal Conservation Advisory Council (OTCAC), have reached all 39 Indian Nations located in Oklahoma with RMA and USDA information. This has been accomplished through six major outreach meetings with attendance in excess of 300 tribal members and tribal representatives. OTCAC has held and sponsored over 390 such meetings since 2004. In FY 2010, INCA and the OTCAC coordinated

with the 39 Indian Nations in Oklahoma to meet with Secretary Vilsack and Deputy Secretary Merrigan to discuss USDA services and programs as well as local needs. RMA opportunities were discussed.

OREGON: Jo Lynne Seufer, RMA, met with the Tiicham Tribal Conservation District to develop a Cooperative Working Agreement. The agreement was signed by Spokane RMA Regional Director Dave Paul and Louie Dick, Chairman of the Tiicham TCD. This agreement sets up the communications system between the two and provide an excellent vehicle for RMA to get the word out on RMA programs. INCA is working with the Burns Paiute to develop a Tribal Conservation District and schedule meetings with USDA.

WASHINGTON: INCA has worked with the tribes in getting USDA information to them and to connect communication networks. This has involved RMA information. In March 2010, two meetings were held on the Colville Reservation and involved RMA, FSA and NRCS. Approximately 32 people attended these meetings.

NEVADA: INCA has worked with the tribes to establish tribal conservation districts and provide USDA information. INCA is planning on meeting with the Intertribal Council of Nevada and RMA information will be presented. INCA has worked with the Ely Shoshone, Washoe and Paiute Tribes in Nevada and California.

IDAHO: A meeting was held on the Fort Hall reservation on August 11 and covered RMA information along with other USDA agencies. Tribes from surrounding states were invited.

MONTANA: INCA is working with the tribes and determining contacts to provide RMA for future outreach activities and partnering.

INCA'S NATIONAL MEETING – December 2009 – Las Vegas: The meeting had over 560 in attendance and RMA had a breakout session. A breakout session was held to discuss RMA Livestock Risk Management opportunities. RMA Team Members, Billings, moderated and spoke at the session on Livestock Insurance. Twenty tribal members attended.

Project Scope and Status: The purpose of this project is to establish communication networks between RMA and the Indian Nations in various states. This is on-going.

Outputs and Outcomes of the Project: The success of the project is to establish communication and information networks with Indian Nations in various states. This has been accomplished although the task is ongoing.

William Edwards, Project Manager
Tim Eggers, Co-Manager
Madeline Schultz, Co-Manager
Bob Wells, Co-Manager
Iowa State University Extension

Target Audience: Women farmers and ranchers

Project Partners: Network of Educators

- Annie's Project – Education for Farm Women not-for-profit organization
- Iowa State University Extension to Agriculture and Natural Resources
- USDA-RMA Community Outreach and Assistance

Geographic Area Served: There are 34 states served through this project:

- Ten targeted new states: In the Northeast: CT, MA, ME, NH, NJ, NY, RD, VT, and WV; and in the West: UT.
- Two other new states: NM and TX.
- Twenty-one states with continuing programming: AR, DE, FL, IL, IN, IA, KS, KY, MD, MI, MN, MO, MT, NE, ND, OH, OK, PA, SD, TX and WI.
- One state with past programs, but none Oct. 2009 to Sept. 2010: MS.

Number of Farmers/Ranchers Served/Reached: There were 1,038 women farmers and ranchers reached by the network of educators during the period of Oct. 2009 to Sept. 2010.

- Class facilitators were supported in the delivery of 74 classes in 21 states.
- Delivery capacity was developed in ten targeted Northeastern and Western states; as well as NM and TX.
- Partnerships were strengthened with 1890 Land Grant Universities and Federally Recognized Tribal Partners.

Project Scope and Status: The purpose of this project is to support the delivery of risk management education to women farmers and ranchers by providing services to and drawing together a national network of educators who collaborate and build each other's skills. The project support:

- 1) taking five targeted new state or regional partners through the adaptation of courses to their client needs, educator training, and delivery of the first course;
- 2) continuing programs in other states or regions through networking and professional development opportunities, assistance in course management and evaluation, maintenance of program integrity, national communications and development of improved methods and new courses; and
- 3) meeting the unique risk management learning requirements of women farmers and ranchers.

Outputs and Outcomes of the Project:

The project team changed the name of the collaborative project from the Annie's National Outreach Center Project to the Annie's National Network Initiative for Educational Success (ANNIES). The mission of ANNIES is to empower farm women to be better business partners through networks and by managing and organizing critical information.

By USDA's definition, women are an underserved audience. The primary beneficiaries of these grant funds are small to medium sized family farms operated by women owners and partners, who want to learn how to utilize available risk management tools to secure a better living. Women who participate in ANNIES increase use of USDA risk management programs, share new knowledge with their families, incorporate risk management tools and methods into their businesses and create lasting mentoring relationships with service providers and each other.

ANNIES at ISU Extension works closely with the state/regional Coordinators who in turn work closely with the local Facilitators who deliver Annie's Project Level 1 and Level 2 courses. Most ANNIES educators are Cooperative Extension professionals or educators from community based organizations. Courses demonstrate crop insurance, transition planning, managerial accounting and other risk management tools women farmers and ranchers can implement. ANNIES educators agree to maintain these enduring course principles:

1. Teach all five areas of risk management: financial, human, legal, marketing and production in Level 1 courses and focus on one of these areas in Level 2 courses;
2. Allocate half of the class time to discussion and hand-on activities;
3. Use local female educators and service providers to present topics;
4. Provide un-biased, research based information; and
5. Create a comfortable learning environment where all questions are welcome and mentoring is spontaneous

ANNIES promoted risk management education programs for women and developed relationships with educators in targeted states. The team assisted new states or regions in the development of new programs through stakeholder meetings, adaptation and selection of materials and speakers most applicable for target audiences, and course delivery support. Some of these states began delivering courses this year, most are preparing to begin in 2011.

ANNIES supports the national network of educators through monthly topic teleconferences, newsletters, public and educator web sites, evaluation services, products for participant use such as professional-looking portfolios and USB drives, delivery of professional development, and providing an organized network within which to share best practices, solve problems and improve educational efficiency and effectiveness.

ANNIES participated in the 2010 RME National Women in Agriculture conference in Baltimore, MD. The grant team presented five individual papers, and other ANNIES educators delivered an additional seven papers, each representing a specific topic related to risk management education for women farmers and ranchers. Conference organizers created an ANNIES tract for these presentations. ANNIES also presented papers at the National Farm Management Triennial conference highlighting project successes.

Iowa Women in Agriculture (IWIA) **Angie Treptow, Project Manager**

Target Audience: Women involved in the production or business of Agriculture

Project Partners: Farm Services Agency-Iowa, NRCS- Iowa, and Iowa State University Extension / Risk Programs to Women

Geographic Area Served: The IWIA Mobile Computer Lab traveled across the entire state of Iowa to rural locations

Number of Farmers/Ranchers Served/Reached: Approximately 115 Ag Women were served through the IWIA Mobile Computer Lab. There was available in multiple events and locations throughout Iowa so that as many women could be served as possible.

Project Scope and Status: The purpose of this project was to deliver risk management program training and information to women farmers as underserved producers by offering hands-on training/education on existing and emerging on-line and/or electronic risk management tools and programs. They received help with navigating through the increasing number of on-line and/or electronic government-based opportunities, and became familiar with the kind of risks addressed by these online tools. The women could then identify, evaluate and select the most appropriate government risk management opportunity to use for their particular situation and better manage their risks accordingly.

The purpose of this project was to also collaborate with at least four partners including RMA to deliver education and or promote the IWIA Mobile Computer Lab, identify and update 5 or more priority topic areas as well as associated materials/resources on which to focus training efforts. Our goal was to conduct 16 training/educational sessions utilizing the IWIA Mobile Computer Lab in several new counties. We wanted to reach as many women as possible during the grant period, and to make the mobile computer lab available to additional women's and other undeserved producer groups to enhance their knowledge and skills.

Outputs and Outcomes of the project:

The IWIA has successfully completed 13 different training / educational sessions utilizing the IWIA Mobile Computer Lab in five different locations across Iowa. The computer lab has been made available to over 115 Agricultural women and other undeserved producer groups to enhance their knowledge and skills. Training / educational sessions enhanced the participant's knowledge and skills in marketing, Intro to Computers, and Understanding the FSA/NRCS/ISU Websites. The IWIA worked closely with marketing consultants and organizations for the marketing skill sets classes and partnered with the FSA / NRCS / ISU to receive help with navigating through the increasing number of on-line and/or electronic government-based systems. The IWIA is currently working with the Annie's Project, which is an Iowa State University Extension program. In early 2011, the Annie's Project is planning to utilize the IWIA Mobile Computer Lab to serve another group of women in furthering their education through computers.

Effective Risk Management through Awareness, Access and Education for Specialty Crop, Minority and Limited Resource Producers

**Mercedes Taylor-Puckett, Project Manager
Kansas Rural Center**

Target Audience: Specialty Crop, Minority and Limited Resource Producers

Project Partners:

Kansas State Research and Extension's Growing Growers Program
Great Plains Growers Conference planning Committee
Kansas Department of Agriculture
Kansas Department of Commerce
Kansas Center for Sustainable Agriculture and Alternative Crops

Geographic Area Served: Primarily Kansas

Number of Farmers/Ranchers Served/Reached:

459 (to-date, August 2010). Attendees have participated in a total of 3,554 of educational programming through this project.

Project Scope and Status:

The purpose of this project is to collaborate with existing programs, conferences and organizations to alert producers to risk management opportunities, to enhance producers' ability to locate risk management information and training, and to strengthen risk management education and training to a broad agricultural audience.

Outputs and Outcomes of the Project: (Objectives)

1. Increase beginner farmer educational opportunities for socially disadvantaged Growing Growers applicants. *Status: Two Growing Grower Apprentice Scholarships awarded, training ongoing.*
2. Provide a forum for dissemination of Risk Management information and tools for limited resource, socially disadvantaged and other traditionally underserved producers in Kansas. *Status: Growing Growers Organic Certification 101 workshop completed. Resources: <http://www.ksfarmersmarkets.org/resources/about-organic-certification?v=producers> . Growing Growers Managing Financial Risk through Insurance workshop scheduled.*
3. Significantly increase specialty crop producers' awareness of impact of appropriate product pricing on business sustainability and provide access to resource tools to assist producers in making sound business decisions. *Status: Growing Your Farm Profits workshop completed. Resources: <http://www.ksfarmersmarkets.org/resources/grow-your-farm-profits-workshop?v=producers>*
4. Enhance the dissemination of risk management information and tools to limited resource, socially disadvantaged and other traditionally underserved producers in Iowa, Kansas, Missouri, Nebraska and South Dakota. *Status: Growing Your Farm Profits workshop completed. Resources: <http://extension.missouri.edu/buchanan/GPVGC2010.shtml>*

5. Kansas' direct marketers will develop a more complete knowledge base of opportunities to manage risk and maintain compliance with state regulations leading to safer products and more profitable agricultural operations. *Status: Five Direct Marketing 101 workshops completed. Resources will be available:*
<http://www.ksfarmersmarkets.org/resources/direct-marketing-101-workshop-presentations?v=producers>
6. Kansas River Valley specialty crop, organic and livestock producers will increase farm profitability through risk management training and contracts developed with food buyers. *Status: Growing Local Connections workshop scheduled. Kansas Farm to School workshop completed. Farm to School Resources*
<http://kansasfarm2school.blogspot.com/p/sprouting-healthy-kids-workshop.html>
7. Assemble all project presentations, resources and tools onto one website with additional RMA risk management material to serve as comprehensive risk management. *Status: Our Local Food Kansas web site under development.*
8. Engage the regional food community, including retail grocers, schools, institutional buyers, caterers, restaurants, bakeries, food processors, manufacturers, farmers, ranchers, vintners, artisan producers of specialty items, in developing a strengthened regional local food economy. *Status: Program is in initial implementation stage. Temporary site with program information:* <http://www.kawrivervalley.org/>

Women Managing the Farm
Charlotte Shoup Olsen, Project Manager
Kansas State University

Target Audience: Farm and ranch women

Project Partners: USDA Risk Management Agency – Outreach and Assistance Partnership Program, Kansas State University, K-State Research and Extension, Kansas Farm Bureau, Kansas Agri-Women, Kansas Rural Family Helpline, Kansas Agricultural Mediation Services, Farm Credit Associations of Kansas, Kansas Wheat Commission, Kansas Association of Wheat Growers, Kansas Soybean Association, Kansas Department of Commerce, Kansas Cooperative Council, ProAg Insurance, Oklahoma Farm Bureau, USDA Farm Service Agency, and USDA Natural Resources Conservation Service.

Geographic Area Served: Kansas and Oklahoma

Number of Farmers/Ranchers Served/Reached: 273

Project Scope and Status: The purpose of this project is to plan and implement a regional conference for farm and ranch women that offers risk management training, including diverse strategies to address various levels of knowledge for planning and implementing changes in their agricultural operations; to offer support groups passed on each conference participant's primary role on the farm/ranch, giving them opportunity to address risk management and emotional needs of farm/ranch women and build connections for future networking; maintain and further develop a "Women Managing the Farm" website as a center of information which will link project partners, materials, speakers, and attendees to facilitate ongoing education and networking; and assemble and further develop risk management instructional materials and tools that will be delivered through the multiple project venues.

Outputs and Outcomes of the Project: The success of the project is evidenced by the regional conference that was held on February 5-6, 2010, at the Hyatt Regency in Wichita, KS, where 4,095 hours of training were delivered to 273 participants. Each participant received a CD of the conference proceedings that included various levels of training, planning, and implementation materials on risk management practices for farming/ranching operations. Over the two days of the conference, workshop presentations covered business planning, facilitating family meetings, agriculture water rights, long term care insurance, farm vehicle transportation, basic and advanced estate and tax planning for agricultural families, product marketing for specialty crops, legislation impacting agriculture, beef quality assurance, farm safety, mental health needs of farm families, seed technology and terminology, balance sheet basics, farm and home organization, fertilizer basics, USDA farm programs, family communication, soil and crop rotation, grain marketing tools and strategies, community leadership, and horticulture basics. Keynote speakers focused on financial management, agricultural law and taxation, women's health issues, agriculture liability issues, and learning how to share agricultural stories. These sessions were interspersed with networking opportunities where the women participants were encouraged to learn from each other. Each participant chose her primary agricultural role (Ag partner, independent Ag producer, Ag helper, absentee landowner, Ag industry career woman, business manager) for a networking session early on during the conference. A special networking group was created for women with family members in the military. Thus, conference meals, breaks, professional and commercial vendor exhibit times, and the Friday evening reception

allowed the women to identify with those that they had met earlier in the networking sessions. RMA's partnership allowed the conference organizers to offer scholarships for farm/ranch women with limited resources. Forty-three registration scholarships were awarded. Other partnering organizations also offered registration scholarships or vouchers.

Out of the 273 registered participants, 109 completed the conference evaluations. On a scale of 1-5, the average score of the overall training was 4.40. Over ninety-four percent of the respondents would recommend the conference to other women agricultural producers. They were given an opportunity to list the types of changes they hoped to make in their agricultural operations as a result of attending the conference and becoming more knowledgeable. For changes within the next three months, women indicated numerous issues with many naming legal and financial issues such as updating estate plans, wills, contracts, better organization of financial records, increasing marketing options, and better family communication. Similar answers were given for desired changes within a year and five years down the road.

Ninety-seven percent of the respondents indicated that they had access to the Internet and 91 percent indicated that they regularly used email, Twitter, blogs, Facebook, etc. Establishing a web presence continues to be important for conference organizers based on this feedback. The website posts selected conference materials to allow women to have access to the presentation information after they return home. The materials can be accessed at:

<http://www.togpartners.com/wmf/presentations.aspx>

Improving Risk Management during the First Five years of Farming Farm Beginnings Risk Assessment Planning and Support

**Amy Bacigalupo and Nick Olson, Project Managers
Land Stewardship Project**

Target Audience:

Land Stewardship Project's Farm Beginnings program is committed to a continual advancement of opportunities for socially disadvantaged, limited resource and under-served beginning farmers. This commitment is connected to our organizational goal of addressing inequities in the current food and farming system. Through Farm Beginnings we have learned that access to land is a major hurdle for socially disadvantaged beginning farmers. We are focusing more time on our work with Hmong farmers in the Driftless region to help look for ways to connect them with our farmer members to find access to land. We are also looking at the issue of land access more systematically to see what can be done to create more equitable access for socially disadvantaged and limited resource farmers. This work builds on the continued success of our training programs that better prepare farmers to manage successful business. In our Farm Beginnings program 53% of our participants are women.

Project Partners:

Our current partners include *Glen Hill* with Minnesota Food Association (MFA), *Lou Anne Kling* with the American Indian Credit and Outreach Initiative, *Reginaldo Haslett-Marroquin* with the Latino Enterprise Center (LEC), *Faye Jones* with Midwest Organic Sustainable Education Service (MOSES), *Nigatu Tadesse* with Farm Service Agency (FSA), *Susan Stokes* with Farmers Legal Action Group (FLAG) and *Victor Contreras* with Centro Campesino. These partnerships are an essential part of a support network for beginning farmers. Each partner brings a unique focus and set of abilities to the work helping farmers launch successful businesses

Geographic Area Served:

Farm Beginnings currently draws beginning farmers from the both urban and rural areas. The primary regions in which we drew from in 2009-10 season were west-central MN, central MN, Minneapolis/St. Paul metro area and western WI. Our two classes were held in St. Joseph, MN and River Falls, WI. Our workshops, field days and farm tours took place in our two designated regions: the Prairie Region and the Driftless Region. The Prairie Region includes a large portion of central, west-central and south-western MN. The Driftless Region includes a large portion of south-central MN, south-eastern MN, west-central WI and south-western WI.

Number of Farmers/Ranchers Served/Reached:

- 72 beginning farmers participated in 2009-10 Farm Beginnings program in one of two regions.
- 72 beginning farmers explored whole farm planning, enterprise planning and business planning through 39 hours of in-class presentations by established farmers and community-resource people.
- 19 limited resource and socially disadvantaged farmers assisted in implementing management plans (scholarships)
- 60 farmers participated in in-depth winter workshops.
- 34 beginning farmers received in-depth technical assistance phone calls to plan for their upcoming growing seasons.

- 255 farmers participated in 10 on-farm field days exploring a diverse set of topics.
- 1 Livestock Loan was awarded to a beginning farmer.
- 20 immigrant farmers attended a Whole Farm Planning workshop in St. Paul.
- 6 farm families received a technical assistance visit by our Livestock Loan Committee.
- LSP staff met with the staff of the Latino Enterprise Center to link Latino farmers with established farmers and mentors.
- 75 LSP members including farmers attended an event and heard from two Hmong farmers about their farming and challenges.
- 5 LSP staff members met with 20 Hmong farmers to discuss land access issues.
- 21 aspiring farmers attend 4 hour workshop to explore potential farming dreams.
- 5 farmers and 4 LSP staff members met with an established farmer and his Latino farm worker to explore issues and concerns.

Project Scope and Status:

Farm Beginnings recognizes that broader support is needed for beginning farmers during their first 5 years in farming. The crops and livestock enterprises that new farmers are pursuing include diversified, small scale, direct marketing approaches to farm business. In these types of farms the type of risk is significantly different and requires different risk management strategies. These farmers are in the position to turn a profit from their small farm if they are able to develop sound management plans that account for the variability in a diversified farm that relies on direct markets. During this economic recession, beginning farmers are more vulnerable to changes in markets and production costs. These factors require a redoubling of our effort to support beginning farmers throughout their start-up phase. To do this LSP, in addition to continuing our in-depth, year-long whole farm planning training, has expanded the number of advanced trainings and on-farm support for graduates of our Farm Beginnings program. In addition we have continued to build relationships, conduct outreach and one-on-one technical assistance with Latino and Hmong farmers in rural Minnesota communities where we currently work.

Outputs and Outcomes of the Project:

- Farm Beginnings will increase the number of farmers on the land and farming livestock and crops sustainably. Farmers will be better prepared to successfully manage risks allowing them to reach their farming goals.
- New opportunity' farmers, including socially disadvantaged and limited resource, have a better chance of farming successfully and sustainably.
- Socially disadvantaged farmers have increased access to culturally appropriate training opportunities and a support network.
- Regionally, partner organizations work together to serve the needs of limited resource and socially disadvantaged 'New opportunity' farmers in our region.
- LSP staff, members and community have an increased awareness and understanding regarding the issues and opportunities for socially disadvantaged farmers.

Partnership for Sustainable Small Producers (Pass)

D. Chongo Mundende, Project Manager Langston University

Target Audience: African Americans, Hispanic Americans, Native Americans, Women, Other Underserved Producers

Project Partners: Kiowa Native farms, LLC, McCurtain Goat Growers Association, Oklahoma Black Historical Research Project, Inc., Oklahoma Cooperative Extension Service, USDA Risk Management Agency, USDA Farm Service Agency, USDA Natural Resources Conservation Service, USDA Rural Development, Oklahoma Farmers and Ranchers Association, National Women in Agriculture Association

Geographic Area Served: 44 of the 77 counties in Oklahoma

Number of Farmers/Ranchers Served/Reached: 410

Project Scope and Status: The main purpose of this project is to train SDA producers to reduce, avoid, and manage agricultural risks. The specific objectives of this proposal are to: (1) train producers in understanding risk management strategies, and (2) train farmers in recordkeeping.

Outputs and Outcomes of the Project:

Outputs: over 60 community meetings, 20 group training workshops, 3 conferences, and numerous farm visits. In training producers in understanding risk management strategies and tools, 12 workshops were conducted in four regions of the project area emphasizing the need to consider agricultural risks and how agriculture was a business. One hundred and fifty people were trained in farm financial management, of whom 65 also learned about recordkeeping strategies. Whereas few kept records, they all indicated that they were going to establish a recordkeeping system, fit for their size of operation.

About 200 people attended the 19th Annual Small Farmers Conference that was held in May 26-28, 2010. Pearlie Reed, USDA's Assistant Secretary for Administration and William (Bill) Buchanan, Risk Management Agency Director of Civil Rights and Community Outreach Programs, were the keynote speakers. The conference had many aspects of agricultural risk management, including production, marketing, financial, legal, and human resources. As a result of the conference, many follow-up one-on-one visits and five loan applications to FSA are at the various levels of completion. Also, a new group is forming in Creek County as a result of some members participating in the Annual Small Farmers Conference.

Recordkeeping continues to be a challenge for small producers. It will take a few more years before they will be able to show evidence of actual production records, which they in turn will enable them to take advantage of insurance as a risk-management tool.

Overall, by participating in the project, most of the producers stated that their knowledge, skills, and abilities had increased.

Harvesting Clean Energy

Mary Ann Hayes, Project Manager: Maine Rural Partners

Target Audiences: Women, beginning, small, greenhouse, organic dairy

Project Partners: AgMatters · Androscoggin Valley SWCD · Blue Ribbon Farm · Bull Ridge Farm · Coastal Enterprises, Inc. · Efficiency Maine · Heart of Maine RC&D · Kennebec County SWCD · Laughing Stock Farm · ME Assoc. of Conservation Districts · ME Community Foundation · ME Dept. of Agriculture · ME Dept. of Environmental Protection · ME Organic Milk Producers · Northeast Organic Dairy Producers Alliance · Northern Maine Development Commission · St. John/Aroostook RC&D · Sparrow Arc Farm · USDA NRCS · USDA Rural Development · Unity College · UMaine Cooperative Extension · Western Mountains Alliance · Weston Farm · Women's Agricultural Network

Geographic Area Served: State of Maine

Number of Farmers/Ranchers Served/Reached: 1725

Project Scope and Status: Harvesting Clean Energy builds upon collaborative relationships among Maine's agricultural community to deliver the most current information about alternative energy approaches to Maine's limited resource and socially disadvantaged farmers. This project not only delivers critical technical assistance regarding energy options to Maine's most needy farmers, but strengthens the long-term capacity of the Farm Energy Partners network to continue outreach, innovation and partnership among Maine's agricultural producers and service providers.

By reaching underserved farmers through the organizations to which they belong, and by using examples of success experienced by their peers, Farm Energy Partners gets the facts about energy alternatives into farmers' hands and delivers assistance in making prudent investment and farm practice decisions on farm energy efficiency, carbon offset market trading, on-farm small grain and oilseed production and renewable energy development.

The primary goals are:

- * Serve as a clearinghouse for emerging best practices in farm energy efficiency, carbon offset market trading, on-farm small grain and oilseed production and renewable energy development.
- * Reach underserved farm populations on these topics through mailings, workshops and on-farm visits hosted by organizations that engage these farmers.
- * Inspire on-farm investments in energy efficiency & renewable energy technologies that will strengthen the financial position of these farms and deliver environmental benefits.
- * Strengthen the capacity of the Farm Energy Partners network to maximize the leverage among state, federal and private resources in delivering high quality alternative energy assistance to the farm community and promoting on-farm conservation and renewable energy opportunities.

Outputs and Outcomes of the Project:

New Risk Management Tools Created:

- * Comparative Guide to Farm Energy Audit Programs
- * Should you consider a wind farm turbine for your farm?
- * Wind Turbine Buyers' Guide
- * Carbon Market Assessment Guide: Is it Worth Doing an Inventory?
- * Greenhouse Efficiency Workshop Video
- * Farm Energy Experience Exchange Web Site
- * Sample Municipal Support Resolution for Farm-based Community Energy Project

Renewable Energy Demonstration Sites Launched:

- * Weston Farm Solar Dairy Water Heating System (initiated in 2008-09, generating 74 million BTU's annually = 813 gallons of propane = \$2,074 fuel savings)
- * Sparrow Arc Farm Solar Root Zone Heating System (generating 104 million BTU's annually = 1143 gallons of propane = \$2,915 fuel savings)
- * Blue Ribbon Farm Anemometer Installation (will be community energy demo site to explore diverse scale, ownership and financing options with farm partners)
- * Half Moon Gardens Solar Greenhouse Water Heating System
- * Stonyvale Farms utilizes new Community Renewable Energy Pilot Program to Establish Long Term Contract to sell power

Underserved Farms Successfully Assisted with USDA REAP Applications:

- * A Wrinkle in Thyme Farm Solar Fleece Drying System (awarded October 2009)
- * Two Loons Farm Solar Dairy Water Heating System (awarded June 2010)
- * Half Moon Gardens Solar Greenhouse Water Heating System (awarded June 2010)

Improved Network Capacity:

- * Coordinated REAP application outreach assistance; private grant funding leveraged
- * Improved Farm Energy Audit Program with Efficiency Maine targets scarce resources
- * Evaluation system developed for both farm/environment impact and network value
- * Scaled wind energy assessment protocol developed
- * Video produced to inspire further innovation and collaboration
- * Methane digester financing expert recruited to Network Steering Committee
- * Chemical engineer, solar energy and permaculture expert recruited as new staff

Significant Program Publicity and Workshops:

- * Weston Farm Demo Project and REAP Award Press Conference (October 2, 2009), since published and widely distributed as Efficiency Maine case study
- * Maine Solar Energy Tours (October 3, 2010)
- * New England Feeding Ourselves RC&D Conference (Portland, October 29-31, 2009)
- * Maine Wind Energy Conference (Augusta, October 6, 2009)
- * Maine Agricultural Trades Show (January 12-14, 2010)
- * New England Farm Energy Conference, Manchester NH (March 16, 2010)
- * Northeast Organic Dairy Producers Alliance July Newsletter (highlighting farm energy program to be delivered at 10th Anniversary Field Days October 7-8, 2010)
- * Agricultural Carbon Offsets & Emissions Reductions Workshop (August 24, 2010)

Serving Michigan's Multi-Cultural Agriculture Producers

Scott Corrin and Elaine Brown, Project Managers
Michigan Food and Farming Systems

Target Audience:

Women, small-scale, limited resource and minority (African-Americans, Hispanic-Americans) producers of fruits and vegetables (under-served) producers in Michigan

Project Partners:

Michigan USDA agencies- Risk Management Agency (RMA), Natural Resource Conservation Service (NRCS), Farm Service Agency (FSA), Rural Development (RD), Farm Research Cooperative, Potawatomi RC&D, Michigan Family Farms Conference Planning Committee, Michigan State University, Michigan State University Extension, Michigan State University Product Center for Agriculture and Natural Resources

Geographic Area Served: The farmers targeted in this project will come primarily from Michigan, mostly Southeast and Southwest Michigan.

Number of Farmers/Ranchers Served/Reached: over 300

Project Scope:

The purpose of this project is to...

1. Expand the knowledge and skills of under-served producers on marketing techniques and food safety practices and certification by providing:
 - a. Michigan MarketMaker training in southeast (SE) and southwest (SW) Michigan
 - b. Good Agriculture Practices (GAP) and Good Handling Practices (GHP) Training in SE and SW Michigan (MI)
2. Assist under-served priority crop producers to improve their production, marketing, and networking within the industry by providing:
 - a. Scholarships to the *Great Lakes Fruit, Vegetable, and Farm Market Expo*.
 - b. Workshops on *Successful Organic Specialty Crop Production* in SE & SW MI.
3. Assist small-scale priority crop producers to improve their management, marketing, and production techniques by providing one-on-one assistance to producers.

Outputs and Outcomes of the Project:

Our goals for the project are to:

- Acquiring the training needed for successful agricultural entrepreneurs, such as financial management, niche marketing, and business management
- Making new contacts with service providers, such as crop insurance providers, extension agents and conservation program providers
- Forming networks, among producers and with service providers
- Identifying opportunities to diversify their farming operations, and
- Seeking other resources that are needed to improve and sustain their farming operations.

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/emerging risk management tools to make better management decisions.

Outcomes	Indicators
Under Served Producers enhance marketing skills	<ul style="list-style-type: none"> ➤ Producers utilize techniques taught in workshops, Expo, and energy conference. ➤ Producers include new strategies in their marketing and production plans.
Under Served Producers have reduced financial risk through increased use of financial management tools	<ul style="list-style-type: none"> ➤ Increased use of risk management tools learned in workshops. ➤ Improved recordkeeping ➤ Farmers use business plans to secure commercial loans.
Increased and more positive interaction between under served producers and 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 attending Great Lakes Expo & Agri-Energy conf. ➤ Number of Producers participating in farm agency programs
Farmers understand what is available and utilize risk management tools to make better management decisions	<ul style="list-style-type: none"> ➤ Participation production and GAP/GHP & certification workshops, Market Maker Workshops, Expo, and one-on-one assistance. ➤ Participants include new strategies in their business, marketing, and financial plans.

Get Farming! Keep Farming!

**Jim Sluyter, Project Manager
Michigan Land Use Institute**

Target Audience: Women, Hispanic, Native American, low income, niche market, organic

Project Partners:

- Northwest Michigan Horticulture Research Center
- Michigan Small Business and Technology Development Center
- Telamon Corporation
- Michigan State University Extension
- Northern Lakes Economic Alliance
- CSA-MI
- Cherry Capital Foods

Geographic Area Served: Seven counties located on the shores of Lake Michigan near the “tip of the mitt” in Michigan’s Lower Peninsula -Antrim, Benzie, Grand Traverse, Kalkaska, Leelanau, Manistee and Wexford Counties

Number of Farmers/Ranchers Served/Reached: At least 300 (to-date, August 2010)

Project Scope and Status:

The *Get Farming! Keep Farming!* Project is designed to deliver risk management education and farm business success strategies to approximately 370 beneficiaries in northwest Lower Michigan. The strategies include culturally and socially targeted community outreach and 20 educational and entrepreneurial sessions plus Web-based resources. A “Core Series” series of eight classes that emphasize the use of production, financial/business and marketing risk management tools with access to one-on-one business planning counseling sessions, and, five on-site farm mentoring field trip events. In addition, there are seven “open series” classroom and hands-on workshop events, open to all, with topics such as Crop Insurance, Hoop Houses, Community Supported Agriculture, Renewable Energy and more. In addition, the **Get Farming!** Web site will feature new and improved tools with links to farm expert resources, peer-to-peer support, and, mentorship videos by mature and experienced successful farmers hosted on the **Get Farming!** Web site (www.localdifference.org/getfarming).

Outputs and Outcomes of the Project:

The overall goal of *Get Farming! Keep Farming!* is to increase the number, and success of, limited resource, socially disadvantaged and traditionally underserved farmers. The strategies include outreach and education and training through classes, workshops and field trips, one-on-one business counseling, mentorships, and Web- based links to expert resources and peer to peer support – all designed to reduce business and production related risks. Those that succeed will contribute toward improved economic stability of the region while strengthening the agriculture and ‘good foods’ community.

With the exception of two programs and one farm tour that are scheduled for September, all of the workshops and training sessions have been delivered to good reviews. Many growers have attended several of the sessions. Three of four training videos are complete and online. An evaluation process is underway to evaluate the success of the entire program, but each workshop is considered by participants to have been valuable and informative. We hope the evaluation will help determine how many new farms have been established or expanded, or that have shifted marketing or production strategies to enhance their success.

Our success at developing peer-to-peer relationships has been limited to informal relationships created at training sessions. We still aspire to developing something more systematic.

Passive Solar Greenhouses & Specialty Crops: Building Community Capacity for Year-round Food in Michigan

**John A. Biernbaum and Adam Montri Project Managers
Michigan State University Department of Horticulture
and Student Organic Farm**

Target Audience:

The previously under-served in rural and urban communities. We have served African-Americans, Native Americans, Hispanic Americans, women, organic farmers and urban gardeners seeking to produce food crops on a small but intensive scale.

Project Partners:

The Greening of Detroit, Detroit Earthworks Farm and Capuchin Soup Kitchen, D-Town Farm, Growing Joy Community Garden, Flint Harvesting Earth Farm/ Youth Karata-ka, Flint Urban Community Youth Outreach, Flint Mr. Rogers “Just say No” Youth Program, Flint River Farm, Ruth Mott Foundation, Lansing Northwest Initiative, Allen Neighborhood Center, Bay Mills Community College, Saginaw Chippewa Indian Tribe, Michigan Food and Farming Systems (MIFFS), Farm Research Cooperative, Michigan Organic Food and Farm Alliance, Alcona Local Foods Network, Michigan Land Use Institute, Northern Michigan Small Farms Conference, Chicago Growing Home, Practical Farmers of Iowa, Midwest Organic and Sustainable Education Service, Chippewa Valley Technical College (WI), Michigan State University Extension, USDA NRCS (WI and MI), Rural Development and Risk Management Agency, Everdale Organic Farm and Environmental Learning Centre

Geographic Area Served:

State of Michigan, Northern Ohio and Indiana, Chicago, Iowa, Wisconsin

Number of Farmers/Ranchers Served/Reached: 3,500 plus

Project Scope and Status:

The need for low cost methods to increase farm viability together with increased consumer demand for fresh produce are creating production and marketing opportunities for small-scale, limited-resource, specialty crop farmers. In temperate climates, the farming season and cash flow to farms is limited to warm season months which leaves five months each year (Nov–Mar) when production does not occur. *To extend the production season, increase farm viability by increasing cash flow throughout the year, and reduce risk of crop loss due to climate extremes and pest damage, we are providing training and support for planning and organic management of low-cost passive solar greenhouses (PSGHs) (also called hoophouses or high tunnels).* To facilitate this goal we have a fully-operational farm and supporting curriculum to teach year-round production in temperate climates. We are supporting rural farmers, urban agriculture projects in Detroit and Flint, other organizations that support new farmer education, and agriculture professionals that also seek to serve our target audience.

Outputs and Outcomes of the project:

For urban projects focused in Detroit and Flint, MI we have assisted partners with efforts to expand production, establish perennial plantings, develop direct and wholesale markets, increase the number of youth that participate in the hands-on farming programs, secure funds to purchase farm equipment, expand farming operations to multiple additional sites and scales, increase capacity and participation in cooperative selling, build hoopouses, host public educational programming and open houses, incorporate the use of cover crops at multiple sites, and develop production and training facilities for urban agriculture.

Three farmer training builds throughout the Midwest increased the ability of farmers to construct their own hoopouses in an effort to minimize project costs. Training builds have focused on teaching participants the “how-to” of construction as opposed to simply building the hoopouses as quickly as possible. Additional informal workshops have also occurred with student participants at the MSU Student Organic Farm.

Multiple conference presentations have occurred as well as multiple workshops. These workshops have facilitated additional information and experiences not supplied by any other entity to these organizations. The train-the-trainer model has been implemented in this case to facilitate additional knowledge dissemination into the statewide agricultural professional community in an effort to expand the knowledge-base throughout the state. Farmer workshops have focused on hoopouse topics that include site selection and preparation, choosing a hoopouse, sighting and construction, year-round production and management, crop selection, pricing, and marketing.

One-on-one phone and email support as well as farm visits have continued to be available for farmers.

An Outreach Educational Training Program to Disadvantaged Fruit Growers: Good Agricultural Practices (GAPs) for Food Safety Risk Management

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

Target Audience: Women, African Americans, Hispanic Americans, Native Americans, and other small underserved minority blueberry and apple growers.

Project Partners: Major partners are the USDA, Risk Management Agency, Michigan State University Extension-Ottawa County, Michigan Agriculture Experiment Station; the Michigan Blueberry Growers Association (MBG); Michigan Blueberry Advisory Committee and Rutgers University, New Jersey.

Geographic Area Served: This partnership reaches out to the blueberry industry of Michigan and New Jersey. In Michigan the area served comprises Counties located in West Central and Southwest Michigan. In New Jersey, the area served is the Southeast region where Burlington and Atlantic Counties are located. The project also serves the apple industry of Central and Southwest Michigan.

Our training program is conducted at the MSU Trevor Nichols Research Complex located in Fennville, MI at the heart of the blueberry and apple growing region. At New Jersey, the training was conducted in May Landing, Atlantic County, the area where 90 percent of New Jersey's blueberries are produced.

Number of Growers Served/Reached: The number of farms directly benefited by this project is 575, operated by 1725 blueberry growers and workers and 646 small apple production units of less than 30 acres. To date we have served 129 fruit growers in Michigan and 25 blueberry growers in NJ.

Project Scope and Status: The purpose of this project is to facilitate adoption of Good Agricultural Practices (GAP) for food safety by underserved and minority producers. Also, to develop, publish and disseminate standard *guidelines and protocols* in both English and Spanish for blueberry production. These guidelines help growers to be GAP certified to meet food safety standards demanded by retailers and consumers.

Outputs and Outcomes of the Project:

The success of the project rests on the fact that our training is the only structured training Good Agricultural Practices (GAP) program that follows a commodity-specific curriculum. Crop-specific GAP trainings are especially important for underserved growers because they focus on a crop they know and understand, thus making food safety issues in relation to their crop easier to grasp.

Also, our success relies on the fact that both classroom and hands-on field training are taught at the level of our target audience. In the classroom, trainees learn the "*Know-how*" to develop their own food safety manual; the hands-on field training shows-trainees how to conduct their own farm self-audit, and how to write their food safety manuals. Third Party Auditing agencies require growers to conduct a "self-audit" prior to calling the certifying agency for an

audit. Retailers and the USDA Food Assistance Program are **requiring** growers be GAP certified to sell their produce, but, in order to be GAP certified growers have to develop their own food safety farm manuals.

We expected to write the standard *guidelines and protocols* in both English and Spanish for blueberry production but due to budget cuts we could only develop the English version.

Our Manual "Good Agricultural Practices for Food Safety in Blueberry Production: Basic Principles" has been published and is being disseminated through the Michigan State Extension website: http://www.gaps.msue.msu.edu/blue_manual.pdf and it is also provided to all trainees during our GAP for food safety trainings.

Our major achievement was that our manual was adopted by the North American Blueberry Council ((NABC) and it has been used as a basis to develop the GAP manual for the US blueberry industry. The NABC has publicly acknowledged our contribution in their publication.

Another achievement was that we surpassed the number of trainees we expected to train. Our goal was to train at least 40 growers but ended up training 109. After training, they were capable of conducting their own self-audits, a Hazard Analysis and Critical Control Points program, and write their food safety manual. This is of special benefit to underserved producers (women and minorities) who do not have the capital to offset implementation of a costly GAP program. This will result in increased grower compliance with food safety standards established for fresh produce.

Greenhouse Hydroponics and Organics Training

Edward P. Bergheger, Project Manager
Micro-Farm Sustainable

Target Audience: This project builds on an existing effort that began in 2002 to provide limited-resource, socially disadvantaged, under served agricultural producers with the knowledge, skills, and tools to succeed in growing high-value crops in a hydroponic environment.

Project Partners: USDA Risk Management Agency
Oregon Department of Agriculture
Oregon State University Extension Service
Rose City Wholesale
Indoor Garden Center

Geographic Area: Oregon, Washington

Farmers/Ranchers Served/Reached: We have reached out to 494 agricultural producers.

Project Scope/Status:

The purpose of this project is to acquaint agricultural producers with the training, informational opportunities and assistance necessary to succeed in growing high-value crops in a hydroponic or organic greenhouse environment. Growing in such a controlled environment setup with closed circulation promotes food safety and better control of inputs and outputs. The type of closed circulation system used in hydroponics in particular eliminates the opportunity for contaminants to find their way to the plant, lessening the chance of e-coli and salmonella contamination. This system eliminates the polluting of streams and water tables while cutting water usage by approximately 90%, eliminates the need for herbicides, and reduces fertilizer and pesticide usage. Hydroponic production systems are used worldwide and result in high production on even marginal lands and in adverse weather conditions.

As more of today's consumers are demanding produce that is not only fresh but also safe for their families, organic produce has been gaining in popularity despite its higher cost. Consumers want to know where their produce comes from and appreciate buying it from a local farmer. Local producers can provide both hydroponic and organic crops in the controlled environment of a greenhouse to meet that demand, delivering fresh, nutritious produce year-round and at a premium in the off-season. Our seminars are showing that greenhouse growing, whether hydroponic or organic or a combination of the two; can be a viable agricultural enterprise with increasing importance in current and future agricultural production.

Outputs and Outcomes:

Greenhouse Hydroponic Production Seminar:

During December 2009 a hands-on class was held for 29 people who were anxious to receive practical working knowledge of hydroponics. Of these, 17 were female and 10 were Hispanic. An additional 465 people who have participated in past off-site seminars have been contacted concerning the availability of real life, hands-on training. This class includes small-size system assembly, planting, transplanting, control of disease and insects, and aquaponics. Also covered is tomato sucker and cluster pruning. Many of those who have participated in earlier seminars have already begun hydroponic production or are in the planning and startup stages of developing a hydroponic operation.

Greenhouse Organic Production Seminar:

As this was presented during the active growing and Farmers Market season, we only drew 19 participants, but the interest was very high. In fact, both speakers and participants were very enthusiastic and motivated. As a result of this enthusiasm, the Food Safety Division of the Oregon Department of Agriculture will be arranging for a farm organic inspection visit in which our attendees can participate. They also offered to work with Microfarm and hydroponic growers to explore the possible requirements for organic certification of hydroponic crops.

Off-Site Seminars:

One off-site seminar was held for 65 individuals on basic hydroponics and its importance to the present and our future. Of these, nearly 50% were female, and there was a high percentage of youth. The interest as usual was very high with several individuals indicating a readiness to start immediately. Another seminar is currently in planning stages for later this fall when the agriculture workload has lessened.

Providing Risk Management Education & Practical Resources for Upper Midwest Specialty Crop, Limited Resource and Minority Producers

Marilyn Nysetvold Johnson, Project Manager Minnesota Fruit & Vegetable Growers Association

Target Audience: Fruit & Vegetable Specialty Crop Producers, Including Women, Limited Resource and Minority Producers

Project Partners: Minnesota Fruit & Vegetable Growers Association
University of Minnesota / U of M Extension
Minnesota Department of Agriculture
USDA Risk Management Agency

Geographic Area Served: Minnesota, Wisconsin and the Upper Midwest

Number of Farmers/Ranchers Served/Reached:

Conference and workshops – producers registered: 402
Newsletters mailed: 16,044
Promotional mailings: 6,045
Publications to be distributed: 400-450

Project Scope and Status:

The purpose of this project was to provide commercial fruit and vegetable growers in Minnesota and the Upper Midwest (including women, beginning growers, limited resource producers and minority producers) with educational opportunities and risk management tools and resources to help them assess and manage their production risk, improve the quality of their product and increase yields and profits while decreasing overall risks.

The Upper Midwest Regional Fruit & Vegetable Growers Conference and Trade Show was held on January 21 & 22, 2010 and included educational sessions on berry, apple and vegetable production including presentations on season extension through high tunnel production. Sessions on business and marketing topics, renewable energy, and food and farm safety were also presented during the two-day conference. Beginning Grower workshops focusing on ‘Beginning Berry Production’ and ‘Getting Started in High Tunnel Production’ were held prior to the main conference. A series of three ‘Peddling Your Pickles Safely’ (food safety) workshops were held for specialty crop producers who planned to sell home-canned pickles and fruits under Minnesota’s “Pickle Bill” legislation. A ‘Making and Marketing Jams and Jellies’ workshop was also held.

Two producer resources are being developed under this agreement. With hail becoming an increasing threat to producers of horticultural crops, one of the resources will review current hail netting options. This tool will evaluate current options to determine whether they would be applicable and cost-effective for apple producers in Minnesota and the Upper Midwest. Findings and recommendations will be shared with apple producers at upcoming annual meetings and a guidebook for producers will be prepared.

The second resource is a reference binder that will provide fruit and vegetable producers with general nutritional information on the fruits and vegetables they are producing and selling. This material will be compiled from existing sources and put into a three-ring binder that producers can use at the market to better answer questions from consumers.

Outputs and Outcomes of the Project:

The success of the conferences and workshops can be measured by the number of producers who attended and the comments they shared on program evaluations. The Upper Midwest Regional Fruit and Vegetable Growers Conference saw an increase in attendance of approximately 15 percent over the prior year. Projected attendance at the Beginning Grower workshops was 40-75. Actual attendance at the two workshops was 59. Projected attendance at the food safety workshops was 100; actual attendance was 97.

Program evaluations were filled with positive comments on all of the conferences and workshops. Producers felt the speakers were knowledgeable and found the presentations informative. They appreciated the mix of scientific research and grower presentations and the opportunity to network with Extension specialists and other producers. They found the educational sessions practical and useful.

The resource materials on hail netting options and nutritional information had not been distributed at the time this report was prepared. These resources were requested by producers and we anticipate a favorable response to them.

The MFVGA Newsletter and other promotional pieces were also used to increase awareness of the Minnesota Fruit and Vegetable Growers Association, the USDA Risk Management Agency and the importance of using risk management tools and practices.

We believe the objectives are being met and that these opportunities and resources have helped fruit and vegetable producers in the region to better access and manage a variety of risks.

Minnesota Food Association's Big River Farms Program ***GROWING FARMERS, GROWING FOOD***

Glen Hill, Program Manager **Minnesota Food Association**

Minnesota Food Association operates the *Big River Farms* Program, which provides technical assistance and training to historically-underserved minority and immigrant farmers (includes Latino, Hmong, Laotian, Burmese, Karen, Kenyan, Cambodian, Bhutanese, Somali, Oromo and other East African communities – and possibly urban-based African American farmers) in Minnesota and Western Wisconsin (St. Croix River Valley). We assist these farmers in developing their own sustainable, independent, farm enterprises through education, training, practical farming, marketing and distribution and connecting to other resources. Big River Farms is a comprehensive demonstration, education, training and marketing facility. Towards MFA's mission to build a more sustainable food system, the **goal** is to grow more sustainable farms that grow more food and distribute this food locally so to build farmers' livelihoods, promote local economic development and improve public health.

Started initially in 1983 to preserve the St. Paul Farmers Market, MFA spent the first 12 years as a citizen engagement project galvanizing a local food advocacy movement that expanded throughout Minnesota. After the passing away of founder Ken Taylor in 1995, MFA began providing technical support to immigrant farmers in the Metro area with the initial funding from the USDA (primarily USDA RMA). In 2005, MFA leased the farm at Wilder Forest (Washington County, MN) as a land-based organization training farmers on-the-ground and distributing fresh, local produce.

Up to 10 'farms', representing 25-30 people, enter the full training program each year. MFA provides 20 or more training sessions and many hours of individualized consultation to the farmers per year. We cover plot planning, business planning, marketing, food safety, organic practices and certification, soil fertility and all aspects of running a vegetable farming enterprise. These are the only certified organic immigrant farmers in MN. Since 2007, all the farms (about 30 'farms') that have entered our program are still farming in some capacity. To train the farmers in different types of marketing, MFA operates Big River Farms Community Supported Agriculture (CSA) and a wholesale distribution service (restaurants, grocery stores, coops, distributors) whereby most all the produce is purchased from the farmers. MFA also actively connects the farmers with new resources (USDA, MDA, U of MN Extension, nonprofit organizations, other farmers) that can support their livelihoods and farming enterprises. MFA also co-organizes an Annual Minority and Immigrant Farmers Conference that attracts more than 160 immigrant farmers, the largest gathering of immigrant farmers in the Midwest. MFA is one of very few land-based new farmer training programs in the country and is seen as a model for many new and existing programs. We reach well over 250 immigrant farmers/growers each year through our activities.

In the past 2 years, 100% of the farms in our training program have expanded their production and sales and diversified their knowledge, while 40% of recent alumni farms have been able to obtain their own land. 33% have started their own CSA and others are exploring the possibility. Farms in our program are earning between \$3,000 - \$12,000 per acre in gross sales of organic produce. One third of the farms so far have used the contacts built by MFA to develop their own

direct intermediate markets and others have been able to find their own direct markets with training from MFA. Big River Farms is one of two farms in MN that supply green peppers to Chipotle Restaurants for the past 3 years. While MFA developed this \$13,000+ market, we have now trained the Cala Farms, BRF alumni, to carry this account forward directly. Chipotle and MFA consider this a great success story

A sustainable food system requires connections between the public and private sectors, so MFA works with other training organizations (LSP, UMN extension, Growing Power, FLAG, Assoc of Hmong Women, NIFI, and more), USDA (RMA, NRCS, NIFA, FSA, NASS), MN Department of Agriculture, UMN and UMN Extension and numerous restaurants, coops and stores, and distributors. MFA and NRCS have developed a Conservation Plan 2011-2014 through the EQIP program. The MN-based USDA agencies are considering using Big River Farms as a demonstration People's Garden in 2011 as well. MFA actively connects our farmers to new markets and coaches them in developing long-term relationships. MFA seeks to expand the program to include more training, more market relationship brokering, an entry level stage for very new farmers or immigrants, and a more formal transition stage to help farmers find land and capital to establish their own farm.

MFA has about 60 tillable acres fenced (irrigation can cover about 20 acres), 3 tractors, 2 greenhouses, 2 hoopouses, 2 walk-in coolers, and harvesting and washing facility. MFA sustains the program through a combination of government and private foundation grants (65%), our own earned revenues (30%), and individual donors (5%). Some current donors include: USDA, MN Dept of Agriculture, Beverly Foundation, Hugh J. Andersen Foundation, Bush Foundation, Heifer International, Saint Paul Foundation, and Minnesota Environmental Fund. 100% of MFA's Board participates in giving.

MFA's program runs year-round. Training, business-planning and contacting markets start in November, greenhouse work Feb/March, field preparations and planting in April/May, more training, harvesting and marketing through the season, recruiting new farmers in Sept/October, and annual planning in Nov/December. MFA has 5 staff (3.2 FTE) that manages the program, together with a number of volunteers and barter shares (professionals who provide service for payment in vegetables) provide the necessary staffing for the program. MFA seeks to increase staffing to 7-8 people at 6 FTE.

As a **result of this project**, the farms in our program will have in place or in the process of being in place:

- All will complete organic certification, and understand organic production practices;
- All will understand and practice food safety and proper post-harvest handling procedures;
- All will have their own business plans in draft or final form in place;
- All will have 2 or more market outlets established for their produce including food shelves;
- All will be involved in at least one other community-based and/or government program that enhances their farm operations and civic engagement.

In addition to all this, MFA also works to build community and public awareness, provides opportunities for youth to work on the farm, and provides inputs and support to relevant local and national policy issues. We host 5-6 school children/youth visits, two large Open House events, several donor sites visits, eight Community Work Days, one - two university extension visits and other activities on the farm. In the future, we aim to develop our role as a market relationship broker for farmers, expand services in helping farms transition to their own land and setup their own enterprises, expand and develop our training curriculum, expand work with youth and increase our role as a resource for the food and farming community.

A Collaborative Approach to Deliver Risk Management Education & Training to Specialty Crop & Livestock Producers

**Paul Hugunin, Project Manager
Minnesota Grown Promotion Group, Inc.**

Target Audience: Specialty crop and livestock producers in Minnesota and surrounding states.

Project Partners: Project partners include nine producer groups, the Minnesota Department of Agriculture and the University of Minnesota Extension Service. The nine producer groups are:

Minnesota Apple Growers Association, Minnesota Buffalo Association, Minnesota Christmas Tree Association, Minnesota Elk Breeders Association, Minnesota Farmers Market Association, Midwest Forage Association, Minnesota Grape Growers Association, Minnesota Grown Program, Minnesota Honey Producers Association and the Minnesota Nursery & Landscape Association

The groups participating in this project application have a combined membership of *nearly 4,500 producers* in Minnesota and surrounding states.

Geographic Area Served: Minnesota and surrounding states of Iowa, Wisconsin, North Dakota and South Dakota

Number of Farmers/Ranchers Served/Reached: Based on current membership figures and past conference attendance we will deliver risk management education to *1,570 producers in person and reach well over 1,000 more through new web content and newsletters*.

Project Scope and Status: This project is unique in that it contains ten specific, separate projects rather than one or two large projects. This is because each of our partnering producer associations requires a tailored approach unique to their risk profile. Projects include in-person trainings and conferences, printed newsletters, web site updates and design, and printed production manuals.

Outputs and Outcomes of the Project:

Project 1. Deliver Risk Management Training to Forage Producers in Minnesota, Wisconsin, North Dakota and South Dakota: The Midwest Forage Association is hosting a conference to share the latest agronomic, economic, regulatory and risk management information with forage producers in the Midwest on November 17.

Project 2: Develop an Online Risk Management Resource for Midwest Grape Growers: The Minnesota Grape Growers Association is working on improvements to the producers' portion of its popular website (www.MNGrapes.org). The web site upgrade is underway and will be completed by the end of the 4th quarter.

Project 3: *Deliver Risk Management Training to Specialty Crop Producers Through the MNLA/Minnesota Grown Business Series:* The Minnesota Nursery & Landscape Association (MNLA) in cooperation with Minnesota Grown presented a pair of intensive workshops to help the region's specialty crop growers run their businesses more successfully.

Turn Your Payroll into Profit. Kathryn Dager, Profitivity, Inc: This workshop was held on February 22, 2010 with total attendance was 21 people.

A Day of Marketing with Jane Eckert: This workshop was held on March 11, 2010 in St. Paul and shown via interactive videoconferencing in Duluth, Minnesota and Staples. The conference was attended by 75 people.

Project 4: *Provide Training for Beekeepers to Address Threats to Bee Colonies:* The Minnesota Honey Producers Association held its educational conference from July 15-17 in Mankato, Minnesota. There were 198 attendees. The latest information and research about CCD from the US, Australia and England was presented.

Project 5: *Provide Risk Management Training to Bison Producers Through a Newsletter and Educational Conference:* The Minnesota Buffalo Association is producing five issues of their newsletter and hosted a statewide educational conference. Each newsletter is received by 160 producers. The conference was held on April 9-11, 2010 and attended by 68 buffalo producers.

Project 6: *Provide Training to Farmers' Market Vendors and Managers Through Regional Workshops and by Putting the Farmers' Market Manual Online:* The Minnesota Farmers Market Association (MFMA) held its Spring Educational Conference on March 26th, 2010. Approximately 90 total people attended, including 75 producers. The Minnesota Farmers Market Manual was put on-line in February 2010. It is in the resource section of www.mfma.org.

Project 7: *Assist Apple Growers in Managing the Risk of Apple Scab and Provide GAP Training:* The MN Apple Growers Association maintains an apple scab hotline so that producers can monitor conditions around the state to assist in making management decisions. They also held a seminar on GAP audits at their annual statewide conference in January.

Project 8: *Assist Elk Producers with the Risk of Chronic Wasting Disease (CWD) Through Newsletters and a Statewide Educational Conference:* The **Minnesota Elk Breeders Association** is printing and distributing 5 newsletters as part of their project in addition to hosting a statewide conference in January.

Project 9: *Provide Risk Management Training to Christmas Tree Growers Through the Web and a Pest Management Manual:* The Minnesota Christmas Tree Association is redesigning their website to provide an array of production and risk management tips for members, including a bulletin board for members to communicate with each and answer common questions. They also purchased and distributed pest manuals for all of their members.

Risk Management Tools and Education for Organic and Sustainable Farmers

Jody Padgham, Project Manager
Midwest Organic and Sustainable Education Service (MOSES)

Target Audience: The primary audience of this project is limited resource, socially disadvantaged and other traditionally underserved producers in WI, MN and IA that are interested in organic and sustainable crop production.

Project Partners: Too numerous to list! See at <http://www.mosesorganic.org/exhibits.html> , <http://www.mosesorganic.org/sponsors.html> and <http://www.mosesorganic.org/resourcedirectory.html>

Geographic Area Served: WI, MN and IA

Farmers and Ranchers Reached:

- 2701 individuals, 2161 of whom are farmers, receive programming through our Organic Farming Conference. 205 received scholarships to attend.
- 6,000 Upper Midwest Organic Farming Directories are given out to farmers
- Over 4,600 individuals access our online edition of the Directory
- 84 farmers receive a packet of information on organic farming in the mail
- 652 phone calls are answered on questions relating to organic and sustainable production
- 1435 emails are answered on questions relating to organic and sustainable production
- Over 2,000 farmers receive information and answers to questions about organic and sustainable production at three traditional ag shows in WI, MN, and IA.
- **Information on organic and sustainable production is provided to over 16,932 farmers through this project.**

Project Scope and Status: MOSES created the project “Risk Management Tools and Education for Organic and Sustainable Farmers” to deliver training and information to producers from Wisconsin, Minnesota and Iowa interested in utilizing organic and sustainable production as a risk management strategy. Through this partnership with USDA-RMA, MOSES has improved skills in financial management, exposed farmers to a diversity of methods to improve both production and marketing practices, and provided them with numerous resources to help them diversify and develop their farming operations. This project has educated and informed producers in a variety of ways, with offerings made available to producers at little or no cost (making them accessible to limited resource or disadvantaged individuals).

The initiatives of this project are:

- Education and outreach on risk management tools and strategies at the *MOSES Organic Farming Conference* (OFC) held on Feb 25-27, 2010. \$15,000 in scholarships to limited resource, socially disadvantaged and underserved producers were distributed.
- Outreach about suppliers, resources, consultants and more available to help reduce risk for producers, through the updating and distribution of the 10th edition of the *Upper Midwest Organic Resource Directory* (UMORD).
- Outreach to new and traditional farmers interested in starting up in or converting to organic production through our “Help Wanted: Organic Farmers” initiative.

Outputs and Outcomes of the Project:

Even in this challenging economic year, our MOSES Organic Farming Conference served over 2,700 individuals (80% of who identify themselves as farmers, the rest work with or serve the farming community). This represents continued growth of this valuable learning opportunity. Sixty-six workshops, three keynote presentations and 152 exhibit booths offer the participants a huge diversity of information and resources that are invaluable in strengthening and diversifying their farming operations. Workshop topics varied from subjects such as “Multi-Species Pasture Stacking” to “Managing Perennial Weeds in Annual Cropping Systems,” “Creative Ways to Improve Profitability on the Organic Dairy Farm,” and “Understanding and Enhancing Soil Organic Matter.” 205 scholarships were given out, for a total value of over \$30,000, (\$15,000 of which was supported by RMA). Evaluations tell us that the majority farmer-led presentations offer exactly the kind of on-the-ground tools and information that farmers need to succeed.

Our “Upper Midwest Organic Resource Directory” offers a collection of over 300 organizations, businesses, consultants, suppliers and others who have information, products of resources that are useful to organic and sustainable production. Numbers of hits on the on-line edition of the Directory continue to expand, as more farmers find this valuable collection of resources. Those isolated in rural communities can find it challenging to find a feed source, a veterinarian or an organic certification agency. With this directory, hundreds of which are given out at traditional farm show in WI, IA, and MN, they can find a phone number, website or email that will help efficiently serve their need. Our online edition ensures that the information is current, accurate and accessible.

Through our “Help Wanted: Organic Farmers” program, we respond to and reach hundreds of farmers with resources and information targeted to those new to organic and sustainable production. Our toll-free help line is answered by our experienced Organic Specialist, who can not only answer a huge diversity of very specific questions on successful organic production, but can also do research and offer encouragement and a listening ear, exactly when it is needed. Email requests, phone calls and questions from trade show attendees are all responded to with informed and customized answers as well as a wide diversity of well crafted, current and accurate written information presented in our organic fact series and other publications.

MOSES is known throughout the Midwest and beyond for quality, farmer-friendly and practically-focused information and resources. We are grateful to USDA-RMA for their support in ensuring the continued development of our programming.

Energy Alternatives for Limited Resource Farmers

**Mike Morris and Kathleen Hadley, Project Manager
National Center for Appropriate Technology (NCAT)**

Target Audience:

Limited resource farmers (mostly African American) in several Southeastern and Midwestern states

Project Partners:

Operation Spring Plant, Piedmont Biofuels, Carolina Farm Stewardship Association

Geographic Area Served:

Educational events took place in 11 states: Alabama, Florida, Georgia, Iowa, Minnesota, Mississippi, New Hampshire, North Carolina, Oklahoma, South Carolina, and Virginia

Number of Farmers/Ranchers Served/Reached: We reached and educated 842 growers.

Project Scope and Status:

The purpose of this project was to deliver energy-related technical support to limited-resource, socially-disadvantaged, and other traditionally under-served farmers in several Southeastern and Midwestern states, enabling them to better manage their energy-related risks.

Outputs and Outcomes of the Project:

- * We trained 268 growers in six states--mostly limited-resource, socially disadvantaged, and traditionally under-served--on safe, legal, farm-based production of high quality biodiesel fuel. Piedmont Biofuels took its trailer-mounted biodiesel reactor on the road, conducting ten biodiesel demonstration workshops at farms and agricultural meetings and events, including events hosted by three 1890 schools: Florida A&M University, Fort Valley State University, and Tuskegee University.
- * We trained and supported a group of limited-resource producers in North Carolina, who are investigating production of canola and other oilseeds, along with the potential value-added markets for oilseed products. These producers, affiliated with Operation Spring Plant, grew and harvested their first-ever crop of canola and learned techniques for vegetable oil extraction and processing.
- * We offered 11 Energy Alternatives workshops, attended by 567 small and limited-resource farmers in Southeastern and Midwestern states, including events hosted by three 1890 schools: Alabama A&M University, Alcorn State University, and Langston University. These workshops covered practical cost-saving strategies, renewable energy opportunities, and gaining access to federal energy-related funding programs.
- * We created two publications targeted to the energy needs and opportunities of small and limited-resource farms—one on small-scale anaerobic digesters and the other on energy efficient lighting. Both publications are being made available free of charge, in both electronic and hard-copy formats, through NCAT's ATTRA National Sustainable Agriculture Information Service. (<http://www.attra.ncat.org>)

Hands Held: Building Bridges to Empower Farmer-Directed Development

**Chukou Thao, Project Manager
National Hmong American Farmers, Inc.**

Target Audience:

Women
Asian Americans
African Americans
Hispanics
Hmong Farmers

Project Partners:

Local United States Department of Agriculture Agencies
State of California Workman's Compensation Insurance
Cal OSHA
State of California Labor and Standards
Hmong and other limited resource farmers

Geographic Area Served: State of California

Number of Farmers/Ranchers Served/Reached: over 300 directly and indirectly

Project Scope and Status: The purpose of this project is to hold focus group meetings, link farmers to local resources, identify publications already in circulation that are misunderstood, and host a Hmong national conference.

Outputs and Outcomes of the Project:

Identify farmer participants (started and ongoing)

- The farmers that we are working with include, but aren't limited to: flower farmers, vegetable farmers, farmer's market vendors, daikon growers, etc.
- NHAF is also targeting with, and working with several individuals that are re-re-entering farming after having left to try and focus on other employment. These farmers had strong agricultural backgrounds, but are struggling to begin again (access to land and capital)

Hold small group or individual meetings with participant farmers to identify areas of focus (started and ongoing)

- areas for focus as identified by farmers include but not limited to:
- Workers Compensation Insurance
- Cold storage facilities both for personal and commercial use
- Marketing e.g Farmer's market, wholesalers, local markets
- Equipment training e.g tractor driving course, diversifying products and markets
- Access to USDA programs (basic knowledge of the available programs) including NRCS, Rural Development, FSA, and crop insurance

NHAF has also been working with farmers in California, North Carolina, South Carolina with a variety of products ranging from traditional Asian vegetables, such as Hmong bamboo farming and production, to Hmong poultry contractors. We have also had requests for assistance on organizing and community development from community based organizations.

NHAF also held its Second National Conference in Fresno, California where over 100 farmers and service providers met and areas of success and challenges were discussed and documented.

**National Women in Agriculture Association Specialty Crop on One Accord
Risk Management Education Outreach Project on Wheels for
Socially Disadvantaged Women Farmers**

**Tammy Gray-Steele, Project Manager
National Women In Ag. Association
a/k/a Oklahoma Women In Ag. Association**

Target Audience: Women, African-Americans Women; and Hispanic Americans

Project Partners: Eliminating Racism Empowering Women -YWCA- McFarland Center; and Oklahoma County Health Department

Geographic Area Served: Urban Oklahoma City; various rural counties of Oklahoma; and will be used as a model in NWIAA's chapter states throughout the United States.

Number of Farmers/Ranchers Served/Reached: 300 – 58,000, Socially Disadvantaged Farmers/Ranchers (over 58,000 alone in the Oklahoma City metro and rural areas that include Latino, seniors and youth -not inclusive of its NWIAA's membership). See attached partnership/collaborator support letters and photographs verifying various communities served. Also visit our website at: www.nationalwomeninag.org

Project Scope and Status: The project scope of NWIAA a/k/a Afro-American Women Farmers is: *Education*. Provide linguistically appropriate lecture based practical technical assistance training in sustainable vegetable farming, business marketing practices (Risk Management), emphasizing the importance of sustainable agriculture for the long-term prosperity of rural and urban communities. Simultaneously, socially disadvantaged farmers will develop organic production practices aligning with the market and improving the delivery of local food within the community. *Alleviate Hunger*. Improve the health of the underserved. *Improve Income*. For minority socially disadvantaged limited resource farmers while increasing the number of minority farmers in the agriculture industry. *Stakeholder Recognition*. Improve collaborative efforts to become a major stakeholder in agriculture and health industries; both statewide and nationally.

Outputs and Outcomes of the Project:

This program has resulted in an increase in sustainable minority, young adult and youth farming practices, supplementing socially disadvantaged farmers/producers' incomes as well as providing health awareness to lower income families. A detailed survey was given to participating farmers/growers and underserved citizens at NWIAA's Farmers' Market; and positive and uplifting outcomes were the results.

Phase 1 of NWIAA's outreach initiative was accomplished through community participation in Oklahoma, monthly risk management newsletters and specialty crop class room mobile computer lab risk management education at: www.nationalwomeninag.org and www.okwomeninag.org. Poverty, nutrition and farm management/agribusiness issues cut across the states in a way that made the NWIAA team confident that modifications from local experts (collaborators) findings from Oklahoma can be applied in other states.

Deliverables from October 2009 through September 2010, NWIAA's team, partners, stakeholders and/or collaborators executed the following methods to insure effectiveness of its proposal terms in order to outreach to several socially disadvantaged women farmers and underserved citizens in quarterly timeline stages:

First Quarter: Strategy meeting between NWIAA, partnering colleges and Oklahoma Department of Agriculture that outlined fact sheets from the National AgRisk Library publications. This included gathering existing materials and identifying/evaluating critical needs for Oklahoma specialty crop producers. Material development included assistant presentation materials, fact sheets and management tools. These materials assisted with promotional efforts to highlight the importance of assessing and managing risks. It began with discussing the upcoming risk education programs. Promotion and education occurred through previously mentioned NWIAA's Oklahoma counties outreach meetings, websites, newsletter articles, newspaper articles, email, and direct mail.

Second quarter: NWIAA conducted a statewide step-by-step workshop for producer consultants in the Oklahoma area. Promotional efforts were executed to highlight risk management education program continues. We conducted risk management sessions at Pre-Conference Horticulture regional producer conference in Tulsa, Oklahoma in January 2010 and at partners' conferences in November 2009 and February 2010. From October 2009 – to date, NWIAA disseminated information through NWIAA's WebPages, monthly newsletters, monthly outreach meetings, hands on-farm training, NWIAA's Community Farmers' Market, Jade's Fruit Ice and community urban workshops. These outreach efforts include setting-up a booth at the conference promoting risk management resources and begin developing the upcoming interactive DVD.

Third quarter: We conducted an educational marketing tour within the state of Oklahoma for socially disadvantaged producers. The tour focused on identifying resources and networking opportunities to assist the producers in developing more effective marketing plans. Educational effort continues through newsletter articles.

Fourth quarter: Evaluating the effectiveness of the educational program: Evaluation includes compiling impact statements detailing trainings held and producers reached, as well as success stories on the impact of producers utilizing tools and techniques delivered through this project. Additionally, we will evaluate workshops and the conference effectiveness by surveying the participants. Education and promotional efforts continue through newsletter articles and website. The developmental stages of release of an interactive DVD with some additional risk management resources (budgets, fact sheets, etc.) will continue in Phase II Assimilation of educational materials and on-farm and community project interaction Continuing Phase I into Phase II titled NWIAA's Phase I and Phase II Specialty Crop Step-by-Step Risk Management Outreach Education for Socially Disadvantaged will initially take place in the state of Oklahoma in the various counties: Hughes, Seminole, Pontotoc as well as the states of Louisiana and Illinois; and in the future will be used as a model in NWIAA's chapter states throughout the United States. Display through our websites captures an international audience and the release of NWIAA's interactive DVD along with some additional risk management resources (budgets, fact sheets, etc.) will be implemented to enter us into the next phase.

RAIPAP Community Outreach & Assistance Program
New Mexico State University (NMSU) Cooperative Extension Service
R. Edmund Gomez, Project Manager

Target Audience: Hispanic Americans, Native Americans, Limited Resource small scale producers

Project Partners: North Central New Mexico Small Farm Task Force, Northern New Mexico Stockman's Association (NNMSA), Sangre de Cristo Livestock Growers Association (SDCLGA), USDA NRCS, USDA FS, USDA FSA, USDA NASS, USDA RD, USDA RMA

Geographic Area Served: The target region includes the northern New Mexico counties of: Bernalillo, Cibola, Guadalupe, McKinley, Mora, Rio Arriba, Sandoval, San Juan, San Miguel, Santa Fe, Taos, Torrance and Valencia and the eighteen Native American Pueblos that comprise the Eight Northern Pueblos Council and the Ten Southern Pueblos Council as well as the Eastern Navajo Nation reside within these counties.

Number of Farmers/Ranchers Served/Reached: 1200 (September 2009 to August 2010)

Project Scope and Status: The purpose of this project is to develop a practical approach to meeting the risk management needs of our socially disadvantaged farmers and ranchers of northern New Mexico through outreach and technical assistance. Through a coordinated effort led by the NMSU Cooperative Extension Service, these traditionally underserved farmers and ranchers of the target region are made aware of the USDA programs that can benefit their ability to own and operate their farms and ranches; will be made aware of risks addressed by existing and emerging risk management tools; will be advised on how to make sound risk management decisions; will be individually assisted in obtaining participation in risk management programs; and through research-based educational and technical programs specifically developed for the individual cultural audience, become a vital and participating entity in U.S. agriculture. This will be accomplished through a holistic approach to outreach. A team of outreach specialists has been coordinated by the project director and given specific duties and responsibilities in providing one-on-one technical and educational assistance to the target audience in relation to their area of expertise and the identified needs in their communities. In addition, the outreach specialists will draw technical and educational support from extension specialists, agency specialists, and other technical and academic specialists who share outreach responsibilities within the realm of USDA. By utilizing local community involvement, outreach efforts are given a better chance for acceptance, participation and ultimate success.

Outputs and Outcomes of the Project:

Project farmer/rancher producer directory developed- The Project directory/data base can access project region producers by ethnicity, gender and by crop or livestock produced. The producer directory/data base currently contains over **10,500** producer names which are composed of over 90% Hispanic and Native American farmers and ranchers.

Focus Group Meetings to determine farmer/rancher risk needs- 15 community meetings held, **227** attended

Agriculture workshops conducted:

- Hay/Forage workshop, Nambe Pueblo, November 11, 2009 for **11** Pueblo producers.
- Garden Journaling Workshop, San Ildefonso Pueblo on April 12, 2010. **12** participants
- Sheep production has been the traditional foundation of livestock production for Southwestern Native American producers since Europeans first introduced livestock to the Southwest. On April 5 & 6, 2010, Agriculture Specialist organized and taught two sheep shearing schools at Shiprock, NM and Ramah, NM to **29** Navajo producers. Also, the wool marketing initiative was continued with Mid States Wool receiving the bid to purchase wool from Northern New Mexico small scale producers topping the market at \$1.98 per pound; compared to the price of wool received prior to this project at only 10 to 20 cents per pound (almost **1000%** increase). Sixteen (**16**) Native American producers received instructions on proper shearing techniques, presentation of wool for marketing and sheep health management. Approximately 40,000 pounds of wool was graded, sorted and delivered on June 12, 2010 at Acoma, New Mexico. In addition, with the establishment of the New Mexico Heritage Meats Project co-developed by Specialist, has developed a market for 4000 lamb carcasses per year. Currently, the packer is paying a 10% premium for locally produced lamb
- Spring Range Monitoring and ORNW Program, region wide, **46** participants
- Cochiti Pueblo Beef Quality Assurance (BQA) Workshop, May 20, 2010, **26** in attendance
- Acoma Pueblo Beef Quality Assurance and Resource Fair in conjunction with Acoma Pueblo producers on June 16, 2010 and was attended by **87** participants.
- Northern Pueblos BQA Workshop, July 15, 2010, Okay Owingeh BIA Office, **11** attended
- Sangre de Cristo Valley LGA Sheep and Pasture Workshop, July 20, 2010, Mora, **57** attended

Farm/ranch record keeping workshops conducted:

- Farm/Ranch Record Keeping and USDA FSA New Program Workshop, January 26, 2010, Santo Domingo Pueblo, NM; **27** Pueblo farmers and ranchers in attendance.
- Farm/ranch Record Keeping Workshop on the Jicarilla Apache Indian Reservation, February 25, 2010 for **18** Jicarilla ranchers.

CBO Leadership workshops:

- NNMSA Annual meeting, January 10, 2010, **120** in attendance
- USDA NASS 2012 Census on Agriculture Planning Meeting, January 26, 2010, Alcalde Science Center, NM, **15** attended
- Coordinated and facilitated the Northern New Mexico Small Farm Strategic Planning Retreat, January 27 & 28, 2010, Laguna Pueblo, NM, **111** attended

One-on-One visits to Hispanic and Native American farmers and ranchers: 259**Conferences planned, developed and hosted by project:**

- 2010 Northern NM Community Info. Expo, February 6, 2010, Alcalde, NM; **29** in attendance.
- Assisted with the planning and implementation of the New Mexico Organic Conference, February 19 & 20, Albuquerque, NM; over **500** in attendance
- NM Pueblos Agriculture Conference, Santa Fe, NM, April 15 & 16, 2010, **128** participants.
- Indian Livestock Days, Laguna Pueblo, May 11 & 12, 2010, **225** participants.

Planning the Future of Your Farm

**Andrew Branan, Project Manager
North Carolina Farm Transition Network, Inc.**

Project Partners:

North Carolina Cooperative Extension (various counties)
Longview School

Geographic Area Served: North Carolina

Number of Farmers/Ranchers Served/Reached: 150 plus

Project Scope and Status:

Develop an expanded third edition of a popular workbook used by farmers and landowners to assist with legal decisions about passing the farm to the next generation (i.e., locating opportunity for beginning farmer land entry); develop and present to farm audiences on subject; serve as fiscal agent for a trip by the Longwood School (Raleigh) FFA program to travel to Growing Power in Wisconsin

Outputs and Outcomes of the Project:

The success of the project: the targeted presentations have been delivered to audiences in Warren, Catawba, Lincoln, Clay and Madison Counties, with selected individual presentations. The Longview School FFA chapter travelled to Growing Power, and also attended the national FFA conference in Washington, DC this summer. The third edition of the Planning the Future of Your Farm workbook will be published by September 30, 2010.

Risk Management through Improved Farm Profitability for Limited Resource and Underserved Farmers and Ranchers in New York State

**Judith Einach, Program Manager
New York Sustainable Agriculture Working Group (NYSAWG)**

This project targets limited resource farmers in New York State. Within that group of farmers the project is especially interested in reaching women and other minorities including African Americans and new immigrant groups, including people from Africa and Asia.

NYSAWG's project partners are USDA RMA, the Community Action Organization of Erie County, Cornell Cooperative Extension of Erie County, Cornell Cooperative Extension of Cobleskill, Alfred State College Center for Organic and Sustainable Agriculture, Canticle Farm (CSA), University at Buffalo, Cornell University, Wilson Street Farm, Alpaca Breeders of Western New York, Sojourner Farms, Native Offerings Farm, Maple Ridge Bison Ranch, Leonard Oaks Estate Winery, Erba Verde Farms, and The Fiber Factory, a mini mill, the Western NY Beekeepers Association, Bee Culture Magazine, Pennsylvania State College, and the USDA Labs in Tucson, and NOFA-NY.

NYSAWG works statewide but our RMA programming during this funding cycle has focused on the Capitol Region particularly Schoharie County, and on Western New York which included eight counties - Niagara, Erie, Orleans, Genesee, Wyoming, Allegany, Cattaraugus and Chautauqua. We partnered with Alfred State College in Allegany County twice, holding events on campus. These events attracted people from across NY State and beyond. The Pollinators and Pesticides Symposium attracted people from as far as Michigan and Canada. At the request of numerous people who heard about this symposium but were too distant to attend, including requests from people in Europe and Africa, content from the symposium is online.

Our workshops and field days to date drawn over 200 participants. The NOFA conference attracted 1000 people. In addition project staff have worked one on one with a dozen farmers.

The purpose of this project is to help farmers become more profitable. To that end we have held field days and workshops that educate and provide hands on training so that farmers. We provided field days on animal husbandry, pasture management, marketing, building cooperatives, colony collapse disorder, fiber processing, value-added products, urban soils, crop planning and seed starting. Our partnership with NOFA-NY's conference allowed us to support a myriad of workshops on organic and sustainable farming.

We projected offering 15 events which we've achieved. We support the establishment of two cooperatives. Our farmers have learned more about crop insurance. In the city of Buffalo, NY our partnership with the Community Action Organization resulted in 6 working greenhouses which provide both income and food for people in underserved neighborhoods.

This partnership has resulted in the establishment of a composting operation that receives food waste from local hotels and sells fresh produce to the hotels. We have improved access to markets for produce as well as for fiber. We have acted on behalf of farmers by encouraging farmers' markets to include local fiber as an agricultural product. Our fiber farmers have embraced the lessons from our program and are now cooperatively marketing socks and scarves. In Schoharie County farmers and consumers have been working together to build a cooperative that supports local farmers through increased access to markets, year 'round and through a Schoharie brand featuring value-added local farm products. With respect to access to markets, we have been especially interested in building urban-rural connections that have unfortunately been allowed to deteriorate over time. NYSAWG is proud of the work we have done during this funding cycle.

Using Sustainable Enterprise Commercialization and Diversification, and Farm Financial Literacy as Non-Insurance Based Risk Management Tools in Mitigating Agricultural Risks on Small Family Farms in Florida and Border Counties in Alabama and Georgia

**Dr. Samuel Scott, Project Manager
North-South Institute (NSI), Inc.**

Target Audience: Women - 20%, [64] African Americans – 72% [232], Hispanic Americans -20% [64], Asian Americans and Native Americans – 2% [7], Other low income Caucasian Farmers in the Middle – 6% [20]

Project Partners:

(a) Beneficiaries:

Southwest Broward Vegetable Growers Association, Newberry Development Outreach Corporation, New Panhandle Farmers Cooperative, South Florida Hispanic Small Farm Cluster Florida Small Honey Producers Clusters, Wiregrass Farmers Cooperative, Bullock/ Barber County Farmers Association, Cottage House Women in Agriculture, Coastal Georgia Farmers Cooperative

(b) Strategic Partners

Alcorn Sate University, Florida A&M University, University of Florida , Auburn University, West Virginia University, USDA (RMA, AMS, NIFA, FSA, RD, NRCS, NASS), Farming Systems Research, Seven Harvest, Inc., Down Town Farmers Market of Ft. Pierce, Federation of Southern Cooperatives, Growing Power

Geographic Area Served:

Southwest Area of Dade, Broward, Palm Beach, Martin Counties, North Central Florida (Alachua, Gilchrist, Volucia, Orange Counties), North Florida (Jackson, Washington, Holmes, Madison Counties), Southeast Alabama (Geneva, Bullock, Barbour, Dale, and Henry), Coastal Georgia (Tattnal, Evan, Long, Wayne, Appling Counties)

Number of Farmers/Ranchers Served/Reached: 323

Project Scope and Status: The purpose of this project is to develop and expand the use of non-insurance based risk mitigation tools to assist small farmers in Florida and other satellites sites in the 21 production clusters/counties in the bordering southern states that the institute currently operates to build sustainable farms. The general objective included the use of enterprise diversification, market commercialization (direct marketing), farm financial literacy/farm record keeping and computer literacy as vehicles in mitigating agricultural risks on selected small family farms. The specific objectives are:

1. Teach farmers how to select and combine successful enterprise of crops, livestock and value-added operations for successful enterprise development
2. Utilize those models of enterprise development by teaching small farms how to enter into commercialized marketing opportunities based on these selected enterprises that are market driven

3. Select the set of tools in financial literacy of cash flow management and farm record keeping, and computer literacy to train selected farmers such that they can combine these tools with the above in order to gain access to various state and federal programs, especially in the form of capital

Outputs and Outcomes of the Project:

Project Outputs: Development of Risk Management Video showing how small farmers are stimulating the economic through agriculture and rural small businesses; Twelve (12) listening and planning sessions with project partners; One hundred and eighty seven (187) one on one grower trainings to assist farmers in marketing, and farm enterprise planning; Conducted regional symposium attended by 135 Farmers who were trained in 11 clinics covering 16 modules in agriculture and agribusiness (see quarterly report for details), Three (3) echo – work shops attended by a total of 75 farmers to follow up on the implementation of risk management models; Conducted 61 Extensive follow-up visits for technical assistance, distributed 896 pieces of risk management material, 150 symposium handbooks, 135 simplified farm record keeping manuals, and conducted monthly teleconference calls with cluster lead farmers; Assisted on cooperative in farm Good Agricultural Practices (GAP) farm certification - Compiled GAP manual distributed to cooperative members in Georgia; and Developed and trained over 200+ farmers in Simplified Farm Record Keeping using the **“The Three-Shoe Box Approach.”** **These same farmers were trained in cash flow management, tax planning, and agribusiness management and farm reinvestments.**

Project Outcomes:

(a) Enterprise Diversification: More than 240 farmers engaged in some form of enterprise diversification to include pasture poultry, goats, and swine production, high-value specialty vegetable production, urban mini farm production; honey bee production, and limited value added operation to include fresh-cut vegetable for restaurants and development of hot-pepper sauces.

(b) Direct Market Opportunities: Fifty –three farmers engaged in direct marketing to restaurants and ethnic specialty food grocery stores, 125 engaged in cluster marketing using cooperative network marketing system, Twenty three farmers engaged in roadside stand and farmer market operation; one cooperative GAP certified for trading with major food distributors.

(c) Financial Literacy, Tax Planning and Agribusiness Management: 65 farmers now using simplified farm record keeping using the **“The Three-Shoe Box Approach.”** 120 farmers are presently practicing some form of farm cash flow management. Significant numbers of farmers assisted are now filing their taxes using learned tax planning, agribusiness management and farm reinvestments strategies.

Tierrade Oportunidades Project (Land of Opportunities)

**Project Director: Kevin Andaluz
Nuestras Raices Inc.**

The Tierra de Oportunidades project is providing outreach and training to existing and potential immigrant and refugee beginning farmers in western Massachusetts and Connecticut. Project partners include the University of Massachusetts (providing technical trainings), Lutheran Social Services (work with immigrants and refugees), and Massachusetts Office of Refugees and Immigrants (coordinate activities with additional refugee placement programs).

The project partners will provide low-income immigrant and refugee beginning and established farmers of Western Massachusetts with training on business, production and market risk management and access to low-cost land and market opportunities to minimize risks.

The **targeted audience** of the Project consists of the low-income ethnic, immigrant and refugee beginning farmers of Greater Holyoke, Massachusetts, including surrounding cities of Springfield, Chicopee and Westfield, Massachusetts. These farmers will certainly meet the guidelines for the Targeted Audience of Low-Income Individuals as defined by DHHS.

The **goals** of the project are to build awareness of farming opportunities and USDA resources among immigrants and refugees in Western Massachusetts, help immigrant and refugee farmers learn and implement financial, production and market risk management strategies, as well as help immigrant and refugee farmers reduce risk through access to low-cost farm land, market opportunities, and peer farmer-to-farmer learning.

We have a class of 20 small farmers this growing season each renting a 1/8 acre to a full acre of vegetable or livestock land at our incubation site. LSS has additional 27 market gardener/micro-farmer beginning operations in Westfield and West Springfield sites making a total of 47 participants.

Of the 21 Nuestras Raices farmers 5 are women and 5 are newcomers to the project. The farmers of Nuestras Raices have heritage in Puerto Rico, the Dominican Republic, Turkey, India, and Micronesia and harvest a diverse array of crops and vegetables.

As a part of the Nuestras Raíces farmer training program all participating farmers have completed a winter workshop training series in production techniques, and attend bi-weekly workshops and participatory farm visits to local farms.

Nuestras Raices offered business training courses in 5 classes throughout December of 2009 to new and returning project participants. Participants completed micro-business plans which serve multiple purposes: program application, planning tool, and micro-lending application. This course was attended by seven new farmers, and 3 farmers graduated and are renting land.

We completed our winter training series with the University of Massachusetts Extension team with workshops in fertility, pest, weed, and disease management. UMass extension team also worked closely with Nuestras Raices staff to develop a comprehensive fertility plan for the incubation farm this year. The workshops were well attended and diversified from years past.

We have nearly completed our summer training series with increased participation thanks to a new partnership with the New England Farm Workers Council. The workshops include participatory work in fertilizer application and side-dressing, pesticide safety, weeding techniques and equipment, and seed saving. Each workshop was attended by 10-15 farmers. These technical trainings have been supplemented by farm tours coordinated by the Northeast Organic Farming Association, a contracted partner of Nuestras Raices. Farmers have had the opportunity to attend 5 visits to local farms each with a different focus in production, business planning, and marketing. 5-6 farmers attend each farm tour.

Nuestras Raices has developed a diverse array of opportunities to support participating farmers in addressing market risk. Farmers are encouraged to sell on their own using shared market materials, and have the opportunity to sell with Nuestras Raices at 4 local farmers markets. We have also developed this year 3 wholesale markets, a Farm to School program, and sales to a local herbal apothecary. We continue to mentor farmers to take advantage of these opportunities independently as they learn and develop resources.

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

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

Target Audience: (Women, Asian Americans, African Americans, Hispanic Americans, Native Americans, Other): Women, African-Americans, Native Americans, Hispanic Americans, and other ethnic groups

Project Partners:

USDA Risk Management Agency (RMA)
Natural Resource Conservation Service (NRCS)
Farm Service Agency (FSA)
Langston University
Oklahoma State University
The Noble Foundation
The Wes Watkins Agricultural Research and Extension Center

Geographic Area Served: Seminole, Carter, Garvin, Choctaw, Okfuskee and Woodward Counties in Oklahoma, Districts 2, 3 & 5.

Number of Farmers/Ranchers Served/Reached:

African Americans – 603
Native Americans – 49
Caucasians – 82
Hispanic Americans – 17
Amish – 1
Hmong – 2

Project Scope and Status:

The purpose of this project is to minimize crop production risks, boost production and overall incomes by assisting small and socially disadvantaged farmers to build sustainable long-term agricultural enterprises that reduce production, environmental, financial and other risks.

Outputs and Outcomes of the Project:

The success of the project was measured by greater yields and production of crops and also being less labor intensive because of the permaculture weed control. Most farmers would like to expand in the near future. Plasticulture/Permaculture systems allow irrigation to be used, versus traditional row crop production and control weeds allowing farmers more time to harvest and market their produce. 754 small producers were reached with information about the project, and 24 limited resource farmers developed simplified business plans that outline production and marketing. They were trained about organic certification, risk management through diversification, crop insurance, marketing, and minimizing their legal risks. The farmers provided produce for two farmers markets. The projects achieved its full potential and the farmers were very satisfied with the outcome.

Outreach and Technical Assistance for Socially Disadvantaged Farmers and Landowners

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

Target Audience: Our focus was on African American, Women and Youth

Project Partners: Land loss Prevention Project, Rural Advancement Fund SC, NCDA &CS NCA&T State University, Rural Coalition Washington DC, Oklahoma Black Historical Project Land Owners Talking other local and regional CBO's and USDA Agencies

Geographic Area Served: Eastern NC, Region K and the bordering counties of South Carolina

Number of Farmers/Ranchers Served/Reached: Outreach was extended to over 700 farmers' rural communities' landowners and inner- city concerned citizens

Project Scope and Status: The purpose of this project is to share and manage the risk factors of new and beginning farmers, regenerative farmers and those that have fallen between the cracks participating in production agriculture for their sustainability.

Outputs and Outcomes of the Project:

We, at Operation Spring Plant Inc., feel that we had great success with the project by the number of communities served. We are especially pleased that we had two young farmers under 40 years old participating in growing safe foods for local markets and participated in giving foods for the holiday seasons to needy families. We are also elated to report that Mr. Joe Leonard, Office of Civil Rights, was our keynote speaker for our 8th Annual Conference which resulted in a round table discussion with farmers and landowners from South Carolina, Georgia, Mississippi, Virginia and North Carolina. Mr. Wendell Paris, a Mississippi Native, spoke on rural development in a manner like no one has ever spoken on the subject before to rural farmers and communities. Mr. Paris also facilitated another workshop the following day for new incoming participants.

The highlights of the conference were the two concurrent sessions presented to men on prostate and other male-related health issues. The other session was on health issues affecting women. These two sessions were well attended and were requested as repeat topics in our 2011 Annual Conference. All of the other risk factors that socially disadvantaged communities face by not having adequate health care coverage and other preventive measures were also discussed.

Our outreach coordinator took the youth from ages 4-19 to Whole Foods in Raleigh NC. The produce manager led the kids a tour of the warehouse especially in the produce department and gave them snacks from the deli. After the tour, a skit was presented by these youth and they were assisted by Warren and Vance County Cooperative Extension 4-H Directors.

Another success that really helped the farmers and Operation Spring Plant was that we hosted the meeting at a local church where we were able to showcase the small farmers' products. Free range pork was grown and prepared by two local eastern county farmers. The greens were grown by our newly elected New and Beginning 2010 Farmer of the Year from Warren County. The balance of the banquet was prepared by a young lady and her family owned restaurant that had purchased sweet potatoes from another Region K small farmer.

The legal staff, along with the Land Loss Prevention Director, facilitated a session with great participation that resulted in follow up of farmland and estate tax issues for some families facing legal problems arising from deaths and change of ownerships.

Since food safety is a continuous outreach issue, OSP brought in a staff member from NCA&T State University to deliver the GAP and GHP training. Staff from NCDA & CS was on hand to assist farmers to reduce their marketing risk. Other USDA Agencies attending with set ups and handouts included the local RMA Raleigh NC office, the Forestry Division, Natural Resource Conservation Service and the newly installed State Director of Farm Service Agency who participated in the round table discussion with Dr Joe Leonard. Mr. Mike Morris was on hand with a presentation and set up with information on AATRA programs.

No farmer can reduce their risk without a tax accountant on payroll. OSP partnered with the Tennie Group to give the small farmers information about filing the correct schedules, deductions, abatements and general accounting measures for optimum sustainability of their farming operations.

Growing Farms: Successful Whole Farm Management Developing an Oregon Small Farm Training Program.

**Nick Andrews and Kristin Pool, Project Managers
Oregon State University Small Farms Program**

Target Audience:

Beginning Farmers, Small Farms, Limited Resource Producers, Organic and Speciality Crop Producers, Sustainable Producers, Women and Socially Disadvantaged Producers.

Project Partners:

Program funding has been provided by a grant through the USDA Risk Management Agency. Partnership funding has been provided by Oregon Tilth, Inc. Partners in outreach and educational programming included: various Oregon county Soil and Water Conservation Districts, Oregon Tilth, Friends of Zenger Farm, and Mercy Crop Northwest. East and West Multnomah Counties Soil and Water Conservation Districts provided funds as scholarships for lower income residents.

Geographic Area Served:

Oregon Counties: Benton, Clackamas, Douglas, Jackson, Josephine, Lane, Linn, Lincoln, Marion, Multnomah Polk Tillamook, Washington, and Yamhill

Number of Farmers/Ranchers Served/Reached:

The workshop series was conducted at three sites to date: North Willamette Valley (Aurora), South Willamette Valley (Albany), and southern Oregon (Grants Pass). In addition, an abbreviated exploratory course was conducted on the central coast (Lincoln City). One more workshop series is scheduled for the fall of 2010. Currently, 86 farmers successfully completed three full courses offered to date and an additional 12 participants completed the exploratory course.

Project Scope and Status:

The United States is facing a transformation in farm ownership as baby boomer aged farmers retire. Although a great deal of this succession will occur within multi-generation families, experts predict there will be a shortage of farmers. *Growing Farms: Successful Whole Farm Management* is an 8 week workshop series intended to enhance the success of new farmers by integrating biological, physical, financial and family aspects of the farm business.

The workshops are designed to offer participants academic and pragmatic perspectives. Presentations by practicing farmers are a crucial component of the workshops and tours. In addition, most Growing Farms sites utilized a farmer advisory committee to inform course content.

The Program also seeks to develop communities of practice among the course participants and the larger small farms community. Communities of practice have proven to be imperative support systems and provide irreplaceable education opportunities

Outputs and Outcomes of the Project:

In 2010 the Oregon State Small Farms Program made many improvements to the Growing Farms curriculum based on 2009 participant evaluations and input from a farmer advisory group. The improvements were implemented in 2010 courses and evaluations of the 2010 session are in progress

Two of the most exciting additions to the Growing Farms program were the Growing Farms Workbook and the addition of field trips to the curriculum. Field trips provided participants invaluable insight into farm life. Each region visits a handful of farms that demonstrate an array of farming practices, scale, and production strategies. The field trips have proven not only to be a vital learning opportunity but also provide participants the time to interact with their cohorts and build a stronger community of practice.

The Workbook is an innovative collection of worksheets that help the participants think through their opportunities and limitations of their situation and goals. The worksheets ask directed questions that force participants to analyze their goals, lifestyle, land, and skill set aiding participant to build a whole farm plan that better suits their situation.

Preliminary evaluation results show that when participants were asked whether after their experience in Growing Farms they felt better prepared on several farm business related dimensions:

- 97% felt better prepared to establish goals, values and mission to guide decisions for their farm business.
- 97% felt better prepared to take the steps to set up a farm business.
- 89% felt better prepared to establish a basic record keeping and accounting system.
- 87% felt better prepared to select appropriate equipment for the size of operation and type of crop they were planning to grow.

In addition to the positive participant evaluations, Growing Farms has also received national recognition. The National Association of County Agricultural Agents named Oregon State Small Farms Program as a National Finalist for their Award of Excellence.

Risk Management Strategies in Aquaculture: Outreach and Technical Assistance Program for Indiana Producers

**Kwamena Quagraine, Project Manager
Purdue University**

Target Audience:

Beginning and new fish farmers
Existing fish farmers

Project Partners:

Indiana Soybean Alliance
Indiana Board of Animal Health

Geographic Area Served: Indiana

Number of Farmers/Ranchers Served/Reached: 150

Project Scope and Status:

The purpose of this project is to educate beginning and existing aquaculture farmers on fish handling and production management techniques focusing on risk-minimizing practices in fish production; as well as educating them on financial management, niche marketing, and other risk management decisions for aquaculture. Four workshops were planned that included 3 hands-on training on fish farms and one classroom financial planning workshop.

The first workshop that focused on cage aquaculture was completed on July 20. The next three workshops are scheduled for August 21 (pond culture), September 11 (indoor recirculating aquaculture) and September 30 (aquaculture financial planning).

Outputs and Outcomes of the Project:

The success of the project is having well-informed and skilled fish farmers who are efficient in managing fish farms, minimizing risks in the production of fish to ensure profitable aquaculture production business.

The project also involves the development of aquaculture financial spreadsheets decision tools which will be available to workshop participants on USB drives as well as on the internet. In addition, two how-to videos on 2 production systems, i.e., cage culture and aquaponics (integrated recirculating aquaculture and hydroponics systems) are being developed, and will be available to farmers. The how-to videos will be useful for supporting aquaculture extension programming over an extended period of time.

Securing the Future of Agriculture in Georgia and South Carolina: Farm Transition Outreach and Education

**Rolling Hills Resource Conservation and Development Council, Inc.
Cindy Haygood, Project Manager**

Target Audience:

The target audience is all farmer/forest landowners with emphasis on limited resource and minority landowners. Landowners are targeted that are least likely to have a farm succession plan in place and have limited knowledge of topics related to land preservation and estate planning.

Project Partners:

Our partnering organizations continue to expand to include other organizations with direct access to landowners across Georgia and South Carolina. Below is a list to date of partners.

GA RC&D Councils
SC RC&D Councils
Georgia Agricultural Land Trust
Georgia Farm Bureau
South Carolina Farm Bureau
University of Georgia, Cooperative Extension
GA, Department of Natural Resources
South Carolina Department of Agriculture
GA Forestry Commission
GA Forestry Association
USDA, Natural Resource Conservation Service
Georgia Land Conservation Program
Georgia Environmental Facilities Authority
Madison-Morgan Conservancy
Team Agriculture Georgia
Pee-Dee Land Trust
Georgia Organics
GA Soil and Water Conservation Commission
GA Association of Conservation District Supervisors
GA Cattlemen's Association
National Wild Turkey Federation
United Farmers Federation
Federation of Southern Cooperatives
Upper Savannah Land Trust
USDA, Farm Services Agency

Geographic Area Served: Georgia and South Carolina

Number of Farmers/Ranchers Served/Reached:

Our goal is to reach 1500 landowners through 20 educational outreach events. These events will be scheduled through September 2011. To date we have reached a minimum of 500 landowners with more workshops scheduled this fall.

Project Scope and Status:

The purpose of this project is to provide education and outreach to limited resource and other underserved farmers on protecting the future of the farm and improving the economic stability of agriculture for the next generation. The project will develop outreach materials to assist landowners with farm succession issues across Georgia and South Carolina. Educational programming will be delivered to discuss topics of importance to landowners regarding: estate planning, asset transfer options (to the next generation), tax issues, land preservation, Farm Bill programs, retirement planning, business development, etc. Training will also be provided to professionals (attorneys, estate planners, and CPAs) for the purpose of helping them understand the issues around farm and forestland ownership so they may better assist these special landowners.

Outputs and Outcomes of the Project:

The success of the project will be monitored through landowner surveys. Surveys will be collected from landowners attending educational courses. These surveys will assist in identifying the number of landowners that plan to take action based upon the information provided. Follow up with these landowners will be conducted to determine results achieved.

Second Chance Community Based Agricultural Mentoring Youth Initiative.

**Jennifer Brooks Project Manager
Ross and Company, Inc.**

Target Audience: Traditionally Underserved Youth

Project Partners: Fort Valley State University, Delaware State University

Geographic Area Served: Georgia

Number of Farmers/Ranchers Served/Reached: Project Target audience possible up and coming Farmers and Ranchers. (Target audience youth)

Project Scope and Status:

Originally the scope and Status of this project was to reach 20 youth within the Georgia and Delaware regions and

- 1) Increase their awareness of educational, careers and agribusiness opportunities in both traditional and non-traditional Agricultural industries, i.e., Green Technology.
- 2) Provide consistent linkage between the two generations through mentorship and encouragement of continued interest in the field of Agriculture.
- 3) Introduce risk management strategies to this interim of their agriculture training; thereby, increasing their chance of successful sustainable careers in agriculture.
- 4) Encourage their pursuit of careers in the Agricultural industry by providing detailed training in a variety of agricultural subjects.

However, through raising additional funding support, we have been able to expand our outreach. Therefore, the project has also been able to develop and provide an educational outreach website designed not only address the plight of our youth, but introduce and reintroduce as many youth as possible to the vast opportunities in Agriculture and the important role that Risk management practices play in their everyday lives. (Nine out of ten youth we encountered never thought about Agriculture beyond farming).

In addition, the goals and objectives of the website has not only been to reach more than the originally proposed (20) traditionally underserved youth, but to introduce as many youth as possible to ***Green Technology*** in a way that is simple and relatable. Over the past several years, we remain baffled at how so few youth are unfamiliar with even the term ***Green Technology***. It is our hope that as a result of the development of this ***educational outreach website*** more youth has become familiar with Green Industry, its components and terminology. The ultimate goal is that visiting youth will further develop their (***Green***) conversational literacy skills, which will be needed as they seek future green employment, job training, and educational opportunities. The website is www.secondchance-ag.org at present it has had over 10,000 visits.

In addition, due to our expansion of outreach we have also been able gain additional community educational, business, and corporate support to host an all day(Youth Conference and Summit) scheduled to be held on November 6, 2010 At present our budget will allow for accommodating 200 hundred of the 1200 youth request.

Outputs and Outcomes of the Project:

This summit will not only encompass all of the originally proposed goals and objectives, submitted in our original application to RMA, but attending youth will also be provided the opportunity to attend breakout sessions which will focus on how to access traditional and non-traditional agriculturally based Job, Career and Higher Learning opportunities. Attending youth will also be provided on site job interviews by employers who are seeking to hire on the spot.

**Developing Tools & Strategies to Understand Legal Risk:
*Protecting the Farmer's Path to Success***

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

Target Audience:

Women, Asian Americans- Hmong, African Americans, Hispanic Americans.

Project Partners:

This project is a partnership of the Rural Coalition/Coalición Rural with National Immigrant Farming Initiative, Flats Mentor Farm, Echo Farm, the New American Sustainable Agriculture Project, New Farmer Development Project, Dig It, the Rural Advancement Fund, Operation Spring Plant, National Hmong American Farmers, Inc, the National Latino Farmers and Ranchers Trade Association, Small Farmers and Minority Farmers of America, Land Stewardship Project, Farmworker Association of Florida, and Delta State University.

Geographic Area Served:

North Carolina, South Carolina, Alabama, Massachusetts, Florida, California, Maryland

Number of Farmers/Ranchers Served/Reached: More than 200

Project Scope and Status:

The purpose of this project is to reduce legal risks increase the number of socially disadvantaged producers in the project area who become eligible for access to federal agriculture funds and programs by reducing legal barriers to participation. The project will utilize a comprehensive assessment, education and training program focusing on addressing the legal barriers farmers must consider in securing land tenure documents, acquiring new land, and alternate financing.

Outputs and Outcomes of the Project:

Development and production of an assessment tool to identify the needs and challenges of the target producers with regard to legal issues they may face including the need to secure land tenure documents such as land titles and leases; legal issues to consider in acquiring new land including assurance of clear title, understanding mineral and other rights associated with the land, and any wetlands or other restrictions, credit documents and others. The tools will also focus on alternate methods and resources to finance land and tools to develop alternative organizations such as cooperatives to spread risk and secure markets.

Production of a Legal Risk Management Training module to help producers assess and understand the legal barriers they face, the impact these barriers may pose, and information on ways to overcome these barriers. This module will cover the information above and also explore ways in which additional legal tools may be used to help producers expand viability through collaboration through cooperatives and other means.

Increase in the number of socially disadvantaged producers in each area that are able to successfully register with USDA, and become eligible for access to federal agriculture funds and programs. We will be focusing on the legal documents and other evidence needed to secure registration with Farm Service Agency. We have prepared training materials to help producers complete registration and will complete a report detailing any barriers that prevent the accomplishment of this goal, such as leases that are too short in term to allow access to conservation programs, for example.

Building Blocks for Risk Mitigation for Socially Disadvantaged Farmers & Ranchers

**Luz Bazan Gutierrez, Project Manager
Rural Community Development Resources (Center for Latino Farmers)**

Target Audience: Hispanic Americans

Project Partners:

USDA agencies (Risk Management Agency [RMA], Natural Resource Conservation Service [NRCS, Farm Service Agency [FSA], Rural Development [RD], Rural Community and Development, National Institute of Food and Agriculture [NIFA]), Spanish language newspapers, Labor & Industry, Dept of Employment Security, Internal Revenue Services, Dept of Agriculture Food Safety & Animal Health, WA State Dept of Agriculture, WA State Migrant Council, Hispanic Chamber of Commerce of Yakima County, Opportunities Industrialization Center, Yakima Valley Community College, Radio KDNA, United Growers, and Stakeholders.

Geographic Area Served: Seven economically distressed counties in Central Washington: Okanogan, Chelan, Grant, Adams, Franklin, Yakima and Benton.

Number of Farmers/Ranchers Served/Reached: 122 Latino farmers/ranchers were served and reached within service area.

Project Scope and Status: The purpose of this project is to provide outreach and assistance to socially disadvantaged and traditionally underserved farmers/ranchers to meet RMA's Strategic Goal of ensuring that all farmers/ranchers are well informed about risk management, and addressing risk management solutions through simple educational tools and activities.

This program had 5 objectives:

- Create and publish a bilingual 2010-2011 resource calendar of deadlines for crop insurance and other USDA agencies deadlines.
- Facilitate two workshops for a minimum of 12 farmers per session about crop insurance and in particular requirements for qualifying for AGR- Lite and the financial documentation.
- Do a one television show production per quarter utilizing two of the farmers that go through the RMC to share their experience in doing the risk management analysis and corrective plan development and implementation.
- Provide technical assistance for two farmer cooperatives by providing quarterly trainings and on-going assistance on business plan management and marketing
- Facilitate two hands – on workshops for a minimum of 10 producers per session about preparing year – end actual financials, and how those figures connect to IRS Schedule F.

Outputs and Outcomes of the Project:

- Created & published 2010-11 bilingual resource calendars in partnership with RMA & all USDA agencies to highlight timelines for crop insurance & other deadlines.

Outcome: Published and distributed to 500 stakeholders & partners in 02/28/10

- Facilitated two workshops about crop insurance to 27 SDA in the South and North Central WA in 10/30/09 & 11/30/10
Outcome: 8 renewal policies & 2 new policies in Yakima, 4 renewal policies & 2 new policies in Tonasket & 2 renewal policies in Wenatchee. (Only 3 SDFR were able to qualify for AG Lite due to requirements of ownership of farm and reporting it on income taxes for at least 10 years)
- Facilitated 2 educational workshops: one was about tax reporting requirement & in specific using Schedule “F” to report farm income & expenses, and the other was Computer 101 class which showed them how to use the Excel spreadsheet. 13 SDA in the South & North Central region, 2 more workshops are pending in September.
Expected Outcomes: SDFR will learn the importance of reporting accurately to IRS and how that information is used by all financing agencies and how reporting accurately will help them with their farming enterprise for insurance options.
- Identified 18 SDA for the comprehensive “Risk Management Checklist” assessment. Checklists for 8 SDA have been completed as of 7/31/10; 8 more checklists are pending & will be completed by 9/30/10; 2 hours of a television educational show were completed, 2 more hours are in process & will be completed by 09/30/10
Important Feedback: Farmers who participated in this objective which also includes the SWOT Analysis said it was an eye opener due to the fact that questions asked during the interviews of their farming business helped them visualize of what their strengths and weaknesses were, what risks they had not analyzed and how they are going to work to minimize risks, increase strengths, search for opportunities, and be more cognizant of not only short term, but mid and long term goals for the future of their farming operation. (This should be a requirement for all new and beginning farmers and RMA should fund locally based CBO’s to work with the individual SDFR to complete them)
- Coordinated USDA Direct Market Opportunity workshop in March & June, 2010. Presenters were: Quinton Robinson, Director USDA Office of Procurement & staff Joe Ware, Lisa Wilusz, Belinda Ward, and Sherry Cohen – Senior Program Analyst. Edward Avalos – USDA Undersecretary for Marketing Regulatory Affairs. Jessica Morales, Bus Counselor United Indians of all Tribes Foundation & 46 Latino producers. These workshops gave the farmers a better understanding on what is needed to obtain federal contracts for direct marketing for potential AMS contracts. Followed up a trip with farmers to DC on May 2010 for potential AMS contracts. The Center is currently assisting the United Growers Coop in their application process to get their 8-A Certification to qualify for set aside contracts on bid opportunities.

This grant has provided 112 SDFR with more exposure to the Risk Management Agency programs and how to link them to USDA agencies, state partners, and private partners. This grant has helped the Center to provide educational workshops in a culturally sensitive and effective outreach manner for these SDFR who have limited education levels in Spanish and limited English skills. This grant has helped expand their knowledge of risk in their farming operation. The project is still ongoing through September 30, 2010.

**Practical Risk Reduction for Southern Producers
Using New Tools and Training
Jean Mills, Project Manager
Southern Sustainable Agriculture Working Group (Southern SAWG)**

Target Audience: Women, Asian Americans, African Americans, Hispanic Americans, Native Americans

Project Partners:

1. Southeastern African-American Farmers Organic Network (SAAFON).
2. Alabama Sustainable Agriculture Network (ASAN).
3. Community Cattle Enterprise in partnership with the Heifer International Louisiana Field Office.
4. Heifer International Southwest Region Field Office, representing East Dover Livestock Association, Logan County Livestock Collaborative, Boley Livestock Association, Okmulgee Grassroots Producers Alliance, and the National/Oklahoma Women in Agriculture Association, in partnership with the.

Geographic Area Served: South

Number of Farmers/Ranchers Served/Reached: 250

Project Scope and Status:

The purpose of this project was to provide limited resource, socially disadvantaged and other traditionally underserved producers with risk management trainings and resources in sustainable horticulture and livestock production and marketing.

Outputs and Outcomes of the Project:

1. Through our partner groups, 30 limited-resource producers were provided scholarships and travel stipends to participate in the 2010 Practical Tools and Solutions for Sustaining Family Farms Conference and a Pre-conference Intensive Short Course of their choice. Scholarship participants received intensive training in Management Intensive Grazing of Beef, Organic Vegetable Production and Marketing, Community Supported Agriculture (CSA) Development and Operation, and Hoophouse Construction and Production. Scholarship recipients responded extremely positively to the valuable interactions they had with others from around the region and to the practical information provided by presenters with hands-on experience. Participants unanimously appreciated the conference experience and found the session information to be useful. Key themes that emerged include the value of hearing from experts on practical, specific topics, connecting with other producers, and building confidence and gaining information on specific farm and business practices.

100 percent of evaluation respondents said they were likely to make changes with their farming operation as a result of information acquired at this 4 day event.

2. A one and half day training was provided for targeted producers on a topic of their choosing in the base communities of our four partner groups. Two groups received training and resource materials on Management Intensive Grazing of Beef, one group received training and resource materials on Community Supported Agriculture (CSA) Development and Operation and one group received training and resource materials on Hoophouse Construction and Production. Due to the timing of the funding cycle, the trainings had to be scheduled during the height of the growing season which kept participation lower than expected for some of the trainings. But because of the timing of the NRCS EQIP Hoophouse program implementation, we had a higher than expected number of participants in our early spring Hoophouse training. All totaled, 159 participated in these trainings.

The main key to the success of these trainings were the participatory, practical and hands-on nature in which the training material was presented. Across the evaluation responses, training participants overwhelmingly stated that the trainings were packed with practical real life tools and advice. In addition, the trainings consistently drew on participant's knowledge, providing everyone with the opportunity to both learn and teach. Lastly, the trainings were delivered by farmers who utilized their own experience and lessons as the foundation for all trainings. 94% of evaluation respondents said they were likely to make changes with their farming operation as a result of information they acquired at these 1.5 day events and 96 % said they were likely to share the information with others.

3. A new DVD and augmenting written materials were created to specifically showcase risk management techniques utilized on a farm operated by a couple representing the target audience. Joseph and Helen Fields are African-Americans producing certified organic vegetables on their 50 acre farm on John's Island, South Carolina. They market their produce through a number of different avenues – farmers markets, on-farm stand, a CSA, a cooperative, restaurants, grocery stores and u-pick. Using this farming operation as a model, risk reducing marketing strategies is the focus of the new materials developed. These new tools and a CD ROM with comprehensive information about organic production, marketing and business management were provided to 250 producers affiliated with our partner groups and the American Indian Mothers (AIM) and the Southwest Georgia Project. Evaluations are still coming in, but at this point 100% say they are likely to make changes with their farming operation as a result of information they acquired from these materials and 100% said they were likely to share the information with others.

Managing Risk: A Land Based Perspective

Teri Bad Hand and Pati Martinson, Project Managers Taos County Economic Development Corporation (TCEDC)

Project Summary

Our 2009/2010 “Managing Risk: A Land Based Perspective” will focus on the expansion of risk management strategies within the livestock sector of Northern New Mexico through the addition of critical tools and assets, while continuing to support the Taos County Economic Development Corp’s (TCEDC) Food System Model that has served as a catalyst for growth and involvement in our community. Through this project TCEDC will focus on growers and livestock producers that are in need of economic incentives to add value to their products and increase family income. The creative utilization of new tools and infrastructure coupled with outreach, education and hands-on assistance to access USDA programs and products are the foundation of this proposal. With the ever-increasing pressures of development in rural areas the work of grass roots organizations such as TCEDC to assist limited resource farmers and ranchers is intensified and we must move quickly to put into place mechanisms, facilities and programs that will promote, sustain and improve small family farms and ranches offering solutions and methods to increase income and to hold on to the dwindling and endangered resources of land and water. Outreach and Education are critical components to our work with Native American, Hispanic and Socially Disadvantaged families whose ties to the land are centuries old and whose desires are to take their rightful place in the local economy. Infrastructure such as TCEDC’s Business Park, Commercial Kitchen, Mobile Livestock Slaughter Unit (Mobile Matanza) and Processing facilities, serve as venues to implement outreach and training programs aimed at insuring equal access and participation of these underserved communities. As the bad news for our corporate, centralized food system continues to reverberate and safety of the foods we eat and feed our children is compromised on a regular and increasing basis people are turning toward smaller local food systems. Small family farms and ranches, tribal communities and land-based people who carry the traditions of “feeding the people” have an opportunity to lead the way. However, due to decades of neglect and loss of infrastructure, particularly for meat processing, intervention is critical. TCEDC has provided a model for a community based nonprofit to intervene and assemble needed resources to rebuild.

This project reflects new information on current needs in our project area and TCEDC’s continued commitment to enlist new partners and find tools to achieve the goals of our RMA partnership.

This years’ Project therefore includes:

- Outreach specialists to bring programs to S.D.F.R.’s
- Distribution and marketing services
- Specialized education through the Food Sector Opportunity Program, Livestock Sector Opportunity Program and Nx Level Tilling the Soil of Opportunity classes
- Outreach and education activities utilizing culturally appropriate methods, and hands-on help in governmental forms.
- Utilization of numerous partnerships and collaborations to move the goals of the community forward.

Risk Management Agency’s role in this holistic model cannot be overstated. By providing land-based ranchers and farmers with culturally appropriate tools, the incentives and ability to hold on to land and water are reinforced.

“Managing Risk: A Land Based Perspective”

“By the Numbers”
2009/2010

●# of farmers & ranchers targeted		over <u>1500</u>
Thru the following venues:		
1. New Mexico Acequia Convenings	(2) 500	
2. Taos County Ag Fair	(1) 250	
3. Mobile “Matanza” Demos	(4) 100	
4. TCEDC Fall Harvest & Food Festival	(1) 400	
5. Other Community Events	300	
●# of ranchers utilizing the Mobile “Matanza” services		<u>150</u>
●# of pounds of meat processed through the TCEDC processing facilities		80,000-100,000
●# of new Food Center businesses buying local produce		<u>12</u>
●# of new Food Center businesses using the Product Delivery Vehicle		<u>25</u>
●# of ranchers using the Product Delivery Vehicle		<u>20</u>
●# of new markets developed		<u>4</u>
●# of Trainings & Educational Sessions		over <u>200</u>
Thru the following:		
FSOP	3 sessions – 50 participants	50
LSOP	2 sessions – 40 participants	40
NxLevel	2 sessions – 20 participants	20
WIC	10 sessions – 100 families	100
●# receiving direct One-on-One technical assistance services		<u>100</u>

Frontera Agricultural Risk Management (FARM) Project

Texas/Mexico Border Coalition Community-based Organization Omar J. Garza, Project Manager

Target Audience: Hispanic farmers and ranchers

Project Partners: University of Texas – Pan American, Texas AgriLIFE, local NRCS and FSA, local RC&D Councils

Geographic Area Served: 38 counties in South and West Texas and 19 counties in central New Mexico

Number of Farmers/Ranchers Served/Reached: To date, 538 farmers and ranchers and 140 agricultural professionals.

Project Scope and Status:

The purpose of this project is to provide bilingual risk management training and outreach, which focuses on priority commodities, to traditionally underserved, primarily Hispanic farmers and ranchers. This project's service area is the 56-county border-region of Texas and New Mexico. The risk-management training activities of the 12-month project will include organizing and hosting at least 12 risk-management training events as well as computer/Internet training. The goal of the FARM 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 farm and ranch operations. This goal is supported through five main objectives:

- 1) Assemble risk-management instructional materials to deliver risk-management education and information to border-region Hispanic producers of priority commodities.
- 2) Develop and conduct a promotional program to provide risk-management awareness, product information, and training opportunities to Hispanic producers.
- 3) Deliver risk-management training and informational opportunities on priority commodities, to Hispanic agricultural producers and agribusiness professionals in bilingual settings.
- 4) Provide follow-up technical assistance on USDA programs and risk management to Hispanic attendees of risk-management training events in English and Spanish.
- 5) Document outreach and educational activities, provided through this Project, for Hispanic agricultural producers and agribusiness professionals.

This goal and the supporting objectives will be accomplished by providing outreach, training, technical assistance, and other support for crop insurance, marketing strategies, farm management and other risk-management tools associated with priority commodities. At least 14 risk-management training events and conferences will be provided. This project will focus on the drought-stricken Texas border-region and also the South Texas area damaged by Hurricane Dolly. South Texas has the highest concentration of Hispanic producers in the nation.

Outputs and Outcomes of the Project:

The FARM Project has been consistently successful for many years. From October 2009 to August 2010, this FARM Project has provided:

- 16 training events for 538 farmers and ranchers and 140 agricultural professionals; a total of 678 participants.
- 3,037 mailout notices to area landowners regarding workshops, field days, and other pertinent information.
- 5 newsletter articles and 15 newspaper articles regarding workshops, field days, and important deadlines.
- More than 546 computer/Internet training sessions to 2,537 participants in 14 rural communities.

The FARM Project is unique and customized for farmers and ranchers in South and West Texas. Workshop and field day topics are relevant for the region. Increase in producers' participation demonstrates the effectiveness of the project's methods and respectability in South and West Texas.

Promoting Sustainability to Reduce Risk for California's Disadvantaged Producers and Underserved Crops

**Trust for Conservation Innovation/Roots of Change
Carin D'Oliva, Michael Dimock, Bobbie Peyton, Project Managers**

Target Audience: Socially disadvantaged farmers and underserved crops throughout California

Project Partners: (1) Ag Innovations Network (2) International Rescue Committee (IRC) of San Diego (3) National Hmong American Farmers (NHAF) of Fresno (4) Center for Food Justice at Occidental College (5) Slow Food Russian River (6) City of Los Angeles

Geographic Area Served: Multiple regions throughout California, including but not limited to Los Angeles County, Fresno County, San Diego County, Sonoma County, San Francisco County, Sacramento County and Monterey County.

Number of Farmers/Ranchers Served/Reached: 362 farmers were reached or have directly participated. The number of farmers served by procurement and farmers market promotion policy changes is estimated at 900.

Project Scope and Status: The purpose of this project is to assist underserved and disadvantaged farmers improve their operations through the implementation of several targeted projects that combined, create synergy and systems change that lower producer risk by increasing urban consumer support and commitment to producer success.

Outputs and Outcomes of the Project:

The success of the project to date has been evident in Roots of Change's (ROC) ability to tap into its statewide network and launch a collaboration that would benefit underserved and disadvantaged farmers in California. By providing education and outreach services as part of California's agricultural strategic planning process, and developing foodshed management plans for three major urban areas in California, ROC's network is building consensus across diverse interests for system-wide change throughout the state. These activities performed by ROC and its partners are detailed below.

ROC's partner in San Diego, the International Rescue Committee (IRC), has continued development of a business model that will graduate new refugee immigrant producers from "micro-scale" production of specialty crops towards self-sufficiency as farmers, and mitigate their risks as they transition to small and medium-scale production. IRC has engaged with a total of 27 producers to date, including 19 Somali Bantu growers and 8 new immigrant commercial growers with parcels of less than one acre, and provided meaningful support as they launch independent farming ventures in the United States.

With our partner in Fresno, National Hmong American Farmers (NHAF), we are increasing producers' effective influence on urban populations through community engagement at school farmers' markets and farmstands. NHAF has entered into a Memorandum of Understanding with the Fresno Unified School District to supply fresh, locally grown produce at local elementary schools, and has connected more than 16 producers with three schools located in low-income neighborhoods that are disconnected from accessible grocery stores and farmers' markets.

These schools have approximately 88 percent of students participating in Free/Reduced Lunch programs.

ROC's work with the Center for Food Justice at Occidental College has continued the development of a Farmers Market Hub Network, which is creating collaborative solutions to regional food distribution and market access problems for more than 120 farmers. Through meetings with key stakeholders, Occidental has nearly completed its final draft of a Vision document for a California regional direct marketing system that will feature a database and maps of existing agricultural infrastructure, such as agricultural production, population density, and disadvantaged farmer populations.

ROC has partnered with Ag Innovations and Agriculture and Land-Based Training Association (ALBA) to develop a community engagement program for disadvantaged producers to increase awareness of and access to emerging regional food markets, including direct sales, farm to institution and farm to school. ALBA has connected with 11 communities and undertaken outreach to 150 disadvantaged producers in various communities throughout Northern California, and continues to tailor the program—producers' barriers and opportunities to success—to the needs and realities of each community.

Through the Los Angeles Urban-Rural Roundtable (LA URRT) project, Roots of Change integrated food systems thinking into the City's discussion around food, and generated a focused set of regionally based recommendations for Mayor Villaraigosa's Food Policy Task Force. The project brought together 70 stakeholders, including outreach to 25 farmers. More importantly, the recommended policies related to procurement, farmers markets, and food access will greatly benefit hundreds of underserved farmers in the Los Angeles foodshed, which serves sixteen million people and stretches four hundred miles from San Diego to southern Monterey County.

Slow Food Russian River is designing promotional and informational materials for the Gravenstein Apple Project in Sonoma County to serve 24 underserved farmers seeking to increase demand, production and price for apple products. A successful media campaign resulted in multiple radio promos with KOWS, KSRO, MouthFul, Good Food Hour, and articles in regional newspapers about the Gravenstein apple farmers. There have been 92 local restaurants and bakeries that have signed on to highlight the apples in their recipes. Travel packs containing 5 lbs of Grav apples are selling on The Fruit Guys website, and Sonoma State College has agreed to purchase 50 boxes of local apples per week for the harvest period.

Reducing Marketing & Financial Risk of Limited-Resource, Socially, Disadvantaged Farmers in the Black Belt Region through Technical and Outreach Assistance

**Dr. Tasha M. Hargrove, Project Manager
Tuskegee University**

Target Audience: African Americans & Limited-Resource, Socially Disadvantaged Farmers

Project Partners: n/a

Geographic Area Served: Black Belt Region with emphasis placed on the Alabama Black Belt Region

Number of Farmers Served/Reached: 500

Project Scope and Status:

The overall purpose of this project is to enhance the long-term sustainability of limited-resource, socially disadvantaged fruit and vegetable producers in the Black Belt Region by providing risk management training and informational opportunities that will minimize four of the most prevalent risk factors: marketing, production, legal, and financial. The objectives of this project are:

1. To design and implement a pilot training program to minimize the risk associated with beginning and sustaining a new or existing farming operation for limited-resource, socially disadvantaged farmers under the age of forty across the Black Belt region;
2. In conjunction with the 118th Annual Farmers Conference, to plan and host the second Annual Cultivating Collaborative Marketing and Risk Management Workshop for small, limited-resource farmers and to distribute 150 risk management toolkits;
3. To expand and strengthen the entrepreneurial/business etiquette skills of small, limited-resource farmers to better equip them with the tools necessary to pursue and secure new marketing opportunities in the farm to school/restaurant industry; and
4. To provide an opportunity for farmers in Alabama to receive risk management training by attending the 5th National Small Farmers conference in Springfield, IL .

Outputs and Outcomes of the Project:

The success of this project was measured by the activities completed and the ability of the project to minimize the marketing, financial, production and legal risk of limited-resource, socially-disadvantaged farmers in the Black Belt region through technical and outreach assistance. As a result of participating in this project, farmers were able to increase their knowledge of the income earning potential of their farm enterprise, improve their financial skills, complete marketing and business plans, identify potential marketing opportunities, strengthen their entrepreneurial skills, penetrate new markets, and increase their understanding of production, financial, and marketing risks.

The farmers accomplished this by participating in conferences, workshops, receiving one-on-one technical assistance, reviewing marketing handouts, bulletins, newsletters, networking, engaging in farmer to farmer training, and conducting individual research. This project provided realistic hands on and scenario based training that was farmer specific and designed and directed by the farmers. Some of the educational activities that have been completed include:

- **Participating in the 2nd Annual Cultivating Collaborative Marketing and Risk Management Workshop & the 118th Annual Farmers Conference**

The second annual Cultivating Collaborative Marketing Opportunities and Risk Management Workshop was held on February 17 -19, 2010. Over one hundred & seventy-five farmers attended. The goal of this workshop was to provide training and informational opportunities that could reduce the business and marketing risk faced by small, limited-resource farmers and rural communities in the Black Belt Region. Some of the topics that were covered included: (1) Marketing on the edge: adding value to your products; (2) new ways to engage the community to increase your sales; (3) farm to school opportunities, (4) building a brand for your farm; (5) selling to restaurants: how to close the deal; (6) small farm survival: record keeping and business planning; and (7) farming in the twenty-first century: are you connected? One of the highlights of the workshop, was the value-added tasting reception. This reception provided an opportunity for small farmers to showcased their products and proved to be a learning experience for those farmers who have not engaged in any value-added activities. There were several excellent examples of small farmers who have taken their raw produce and transformed it into a delicious product with unique labels. By participating in the Value-Added Tasting Reception, each farmer has been able to secure at least 3 new markets.

- **Participation in the 5th National Small Farmers conference in Springfield, IL.**

Thirty farmers attended this conference. This conference: (a) provided an opportunity for Alabama farmers to observe risk management practices that are being implemented by other farmers in various regions of the country, (b) served as forum for farmers to network, and (c) enhanced their marketing skills and expanded their marketing toolkit.

- **Hosting two meetings with farmers and potential buyers from local grocery stores, restaurants, and farmers markets.** This resulted in the farmers securing two new markets.

Using Risk Management Education to Enhance Income for Socially Disadvantaged Producers in Arkansas

**University of Arkansas at Pine Bluff
Henry English, Project Manager**

Target Audience: Women, African Americans, and Hispanic Americans

Project Partners: Heifer International (HI), Oklahoma Black Historical Research Society (OBHRS), Black Farmers and Agriculturalist Association (BFAA), Farm Service Agency (FSA), and Natural Resources and Conservation Service (NRCS)

Geographic Area Served: Southeast and Northeast Arkansas

Number of Farmers/Ranchers Served/Reached: 736

Project Scope and Status: The purpose of this project is to help underserved specialty crop, livestock, and row crop producers in Northeast and Southeast Arkansas use risk management strategies to increase farm income on their operations.

The work on the project was somewhat delayed due to the health problems of one of the key personnel who had back surgery and had to take leave for a while and is currently working on a limited bases.

Outputs of the project:

One-on-One Training/Consulting (800)
Conferences sponsored in Arkansas (2)
Regional conference sponsored in Arkansas (1)
Training workshops (6)
Newsletters published (4)
News articles published (7)
Took producers to Interstate Conferences (2)
Farm crop demonstrations conducted (2)
Field day sponsored (1)
Fact sheets published (2)

Outcomes of the Project

Objective One: To help 60 socially disadvantaged vegetable producers use risk management strategies to increase income on their vegetable operations.

- Fifteen vegetable producers increase their income by 15 percent after adding value to their vegetables and through direct marketing of their vegetables.
- Six producers used plasticulture with drip irrigation for their vegetable operation after being educated (which included a demonstration), and assisted by extension associates.

- Fifteen vegetable producers purchase the Non-insured Assistance Program (NAP) for their crops as recommended by the extension associate.
- Forty producers were informed about the crop and pasture land improvements that could be made with cost share funds from the Environmental Quality Incentive Program (EQIP). Five producers were approved for \$533,188 in EQIP funds.
- Eleven producers established livestock operations with funds from Heifer International (HI) and training assistance from the UAPB extension associates and livestock specialists.

Objective Two: To help 50 socially disadvantaged row crop producers increase income on their farms by using crop insurance in managing production and marketing risk.

- Twenty five producers purchased the buy- up level of crop insurance and fifteen producers purchased the catastrophic (CAT) level of crop insurance. Extension associates used the Risk Management Agency's (RMA) Premium Calculator to help producers select the coverage level which will cover their production expense.

Objective Three: To help 50 SDPs manage their financial risks by developing and using financial records, financial statements, and financial ratios.

- Sixty SDPs were assisted in developing enterprise budgets and cash flow projections for their operations after being advised of the need to know specific cash flow needs and their per acre cost.
- Thirteen producers who were assisted in developing financial plans received \$1,423,220 in USDA loan funds. Two producers received loan funds totaling \$91,000 from their local banks.

Objective Four: To educate SDPs about the risks associated with heir property

- Seventy producers gained knowledge on estate planning after the UAPB Family Resource Management Specialist made a presentation on the fact sheet titled "Who needs an Estate Plan."

Risk Management Education in Southwest Indian Country on Recordkeeping, AGR-Lite, Alternative Energy, and Agri-tourism

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

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

Project Partners:

Partnering Organization/Agency and Contact Person/Information
<u>Arizona Reservation to Rail Program</u> <i>Dr. Joe Hiller – 520-621-7621, e-mail: jghiller@ag.arizona.edu Dr. Joe Bahe, DVM – 505-786-41, e-mail: jbahe@citech.edu</i>
<u>Experiment Station, U of AZ, Alternative Energy</u> <i>Dr. Randy Ryan – 520-621-1845, e-mail: rryan@ag.arizona.edu</i>
<u>USDA Farm Service Agency</u> <i>Douglas Littau – 602-285-6318, e-mail: Doug.littau@az.usda.gov</i>
<u>San Carlos Apaches, U of AZ, Coop. Extension</u> <i>Dr. Sabrina Tuttle – 928-475-2350, e-mail: sabrinat@cals.arizona.edu</i>
<u>Gila River Indian Irrigation and Drainage District</u> <i>Santos Nieto 520-562-6710, e-mail: snieto@griidd.com</i>
<u>Diversity in Agriculture Conference</u> <i>Dr. Ruby Ward – 435-797-2323, e-mail: ruby.ward@usu.edu</i>
<u>Pinal County Extension, U of AZ Coop. Extension</u> <i>Rick Gibson – 520-836-5221, e-mail: gibsonrd@cals.arizona.edu</i>
<u>Hopi Nation, U of AZ, Coop. Extension</u> <i>Matthew Livingston – 928-734-3708, e-mail: mateo@cals.arizona.edu</i>
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<u>Navajo Nation, U of AZ, Coop. Extension (Shiprock, NM)</u> <i>Jeannie Benally – 505-368-1028, e-mail: jbenally@cals.arizona.edu</i>

Geographic Area Served:

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

Number of Farmers/Ranchers Served/Reached:

To date, our 2009/10 RME Outreach Project has reached 690 participants through oral presentations and posters at workshops and conferences. A total of 14 presentations have been conducted by the co-project directors that focused on enhancing quality of life and the roles of AGR-Lite, Agri-Tourism, and Specialty Agri-Products on existing and new operations. Of the 690 participants, approximately 74% have identified themselves as producers, while the remaining are professionals that work for Farm Service Agency, the National Tribal Development Association, plus State and Federal Government agencies (e.g., Arizona Department of Land Management, U.S. Forest Service, USDA/RC&D and the NRCS).

Project Scope and Status:

This project focus is to enhance the risk management skills and economic vitality of rural tribes and other limited resource and socially disadvantaged individuals through building upon RMA Outreach programs delivered over the last few years on joint agri-tourism and specialty agri-products. Fifty-one workshops and presentations have been provided that have directly reached over 1,200 producers. Feedback received from our partners and participants reveal participants tend to share at least one publication, software, or piece of information that they learned from a workshop with about 9 individuals on average. In addition, we continue to provide ongoing one-on-one assistance to tribal ranches, grazing associations, small farm organizations, tribal extension agents, and other support individuals

Outputs and Outcomes of the Project:

Preliminary results from an on-going assessment of this project show that 690 Participants have gained an understanding of the importance of recordkeeping on their operation, 620 Producers have become aware of localfresh.info is a way to increase their marketing options, and 425 Producers have a better understanding of the value and use of filing taxes using a schedule-F. During the second workshop conducted for the International Rescue Committee, 76% of the participants reported that they were in attendance at the first workshop and as a result of the first workshop, 55% of the participants reported that they have now started keeping records. Similar results were found on the tribal nations where 140 responses received to-date, 27% have improved their knowledge of where their expenses are going, and 14% have improved their knowledge of where their income is coming from, 12% have increased the price they receive for their animals, and 13% have completed a management plan. These indicators suggest that the trainings and tools provided through this project are providing positive and lasting results.

Increasing Market Potential by Reducing On-Farm Food Safety Risk for Socially Disadvantaged Produce Growers in Hawaii.

James Hollyer, Project Manager
University of Hawaii

College of Tropical Agriculture and Human Resources (UH-CTAHR)

Target Audience: Small farms and ranches; socially disadvantaged producers; immigrant producers – primarily Asian Americans and recent Asian immigrants

Project Partners: Hawaii Department of Agriculture; Hawaii Farm Bureau Federation

Geographic Area Served: State of Hawaii (Islands of Oahu, Hawaii, Maui, Kauai, Molokai, and Lanai)

Number of Farmers/Ranchers Served/Reached: We currently have 36 new clients for one-on-one coaching and our direct outreach efforts have reached over 250 farmers, agricultural workers, aquaculturists, and home gardeners.

Project Scope and Status:

The purpose of this project is to increase on farm food safety through community outreach and individualized, on-site coaching of Good Agricultural Practices (GAPs), food safety, and field sanitation. In Hawaii, only about 60 of 1200+ produce farms have passed a third party audit by the middle of 2010. This lack of knowledge and/or compliance of GAPs by Hawaii food growers puts Hawaii's nearly 1.3 million residents and over 5 million visitors at some level of risk if they eat local produce. The lack of attention to GAPs can also put Hawaii's diversified agriculture industry in jeopardy as one large food-borne outbreak can create so much fear in consumers minds' that they avoid certain products for an extended period of time. The California spinach is a good example of long-term impact of a food-borne illness outbreak.

Our program focuses on on-farm food safety coaching with "Traditionally Underserved Farmers" in Hawaii because they represent the highest percentage of growers, and they grow a great deal of our fresh produce. According to the USDA, traditionally underserved farmers include socially disadvantaged farmers and ranchers, as well as beginning and limited resource farmers and ranchers. Many of these under-served growers are also not familiar with USDA Risk Management Agency's (RMA) insurance programs. Many Hawaii farmers have only general liability but it is becoming apparent that product liability needs to be added to a farm's insurance portfolio. If there is a product recall and farmers are found negligent in their production practices, they are better protected when they carry a product liability policy. To meet this need, our instruction includes an introduction to RMA programs and product liability insurance.

The return on investment to working with traditionally underserved farmers in Hawaii will be significant. We will provide a range of risk management education and information and offer outreach programs aimed at equal access and participation of underserved communities in one year by transforming at least 20 traditionally underserved farmers statewide. Each grower will have considerably more knowledge about why their farm is creating a risk and what they need to

do to remove that risk, and to maintain a low-risk business. Each business we transform will be able to hold onto their existing market, if not grow their market share as a result of our coaching. While it will be difficult to quantify exactly what the reduction in the risk factor to Hawaii agriculture or a specific consumer for each farm that successfully passes their third party audit, we know that tainted food from even one farm or unhealthy employee can result in deaths, losses to the particular operation, and severe impact on the commodity and the area (region, state, country) where that the crop has been grown. A March 2010 Pew Charitable Trusts study, *Health-Related Costs From Foodborne Illness in the United States*, however, puts Hawaii at the top of the nation for the highest per capita cost of food borne illness.

Outputs and Outcomes of the project:

The success of the project is measured in our community outreach efforts and our individualized coaching. Our community outreach efforts have resulted in 36 new clients for our farm food safety coaching program. Of the new clients, we have already conducted 21 site visits, coaching the growers on Good Agricultural Practices, conducting water testing for coliforms, and providing personalized guidance on farm food safety issues, such as health, hygiene, and field sanitation. Our staff encourages farmers and growers to develop a farm safety manual, keep documentation of farm practices, and eventually, undergo a third-party farm safety audit. These activities all contribute to an overall lessening of risk of a foodborne illness outbreak, which is good for the public, and the produce industry, and these activities lessen the risk to the farmer (and his/her small business) by lessening the risk of legal liability.

To date, three clients have voluntarily completed the PrimusLabs food safety certifications at an estimated \$250 cost to the farmer/grower. PrimusLabs is an internationally recognized third-party auditing and certification organization that promotes food safety (e.i. risk management) through safe food handling and packaging practices, employer/employee safety, and field/greenhouse sanitation. We expect that many more farms will choose to voluntarily undergo third-party food safety auditing.

Risk Management Training for Underserved Southeast Asian Growers of Hawaii

**Jari S. Sugano, Project Manager
University of Hawaii at Manoa**

Target Audience: Southeast Asian Growers of Hawaii, Women, Native Hawaiians

Project Partners: Hawaii Papaya Industry Association, Kau Coffee Growers Cooperative, University of Arizona, USDA FSA, Hawaii State Department of Agriculture (HDOA), Worldwide Farmers Exchange

Geographic Area Served: Oahu, Maui and Hawaii County

Number of Farmers/Ranchers Served/Reached: 616 growers through educational workshops, 389 through the farm doctor program (as of August 11, 2010)

Project Scope and Status:

The purpose of this project is to address Asian immigrants entering Hawaii's diversified agriculture industry with limited English speaking /reading capabilities and little to no experience in diversified crop production. These developing agricultural areas need more educational support from UH CTAHR but have been underserved due to remote locations, being unidentified, and communication problems, among others. New producers struggle with the many facets of crop production, i.e., soil, water and pest management, government regulations, pesticide application, label comprehension, etc. A change in Hawaii's agriculture industry has prompted a need for the Local Immigrant Farmer Education Program (LIFE). LIFE's educational program focuses on responsible farming, farm business management & marketing, risk management, and environmental stewardship. Information is delivered to growers in an easy to understand manner which is respectful of their diverse cultures and backgrounds.

The LIFE program is a risk management training program for limited resource and underserved Filipino, Southeast Asian and other minority growers of Hawaii with the assistance of the USDA Risk Management Agency.

Outputs and Outcomes of the Project:

Developing Growers Competencies: LIFE program has worked to develop many core competencies in many underserved socially disadvantaged producers. Participants have become active information seekers and are taking an active role in seeking out answers to their respective problems. Participants are knowledgeable in accessing local and national agricultural services and programs (USDA, UH CTAHR, HDOA, etc.). LIFE participants hold major decision making roles within their respective industries and have clearly emerged as leaders in Hawaii's diversified agriculture industry.

Establishing Lasting Cooperative Partnerships: Collaboration with Tropical Hawaiian Products, Diamond Head Papaya Company, Hawaii Papaya Industry Association (HPIA), Kau Coffee Growers Cooperative, Hawaii State Department of Agriculture, Worldwide Farmers Exchange, and the USDA FSA has been a tremendous plus to improving grower participation in the LIFE educational programs. HPIA and the Kau Coffee Growers Cooperative function as liaisons for the LIFE program and are instrumental in helping us plan, deliver and evaluate our educational programs for underserved growers in Hawaii. Collaborative partnerships with industry and area leaders have enabled LIFE to acquire ‘buy in’ into improving quality of Hawaii grown products and the sustainability of Hawaii’s socially disadvantaged producers.

Improving Crop Productivity/ Heightening Product Quality: Advancement and recognition of the Kau area of Hawaii for its award winning coffee. A five year commitment by Drs. Sabina Swift, Stuart Nakamoto and the LIFE team has resulted in the development of lifelong relationships, development of superior coffee, marketing of locally produced coffee, and discovery of a new coffee producing region on Hawaii. Coffee growers in this region have received county, statewide, national and international recognition for their superior Hawaii (Kau) grown coffee.

Timely Research Based Response: The economic success of agricultural producers relies on their ability to adapt their farming principles and practices to integrate latest technology and research developments. LIFE established critical field experiments in conjunction with growers to tackle pressing crop production issues (spray coverage, fungicide program for papaya, variety trials to overcome a new and devastating tomato virus, etc) that strive to improve productivity and profitability. Field day activities enabled growers to see the impact of LIFE recommendations first hand.

Safeguarding our Food and Worker Health: New standards such as the worker protection, Good Handling Practices and Good Agricultural Practices developed by agencies such as the Environmental Protection Agency (EPA), USDA, and US Food and Drug Administration are putting grower’s agricultural practices under close scrutiny. At the onset of the LIFE program it was brought to our attention that many socially disadvantaged producers were being fined for the misuse of pesticides and lack of worker protection equipment. LIFE teamed up with the CTAHR Food Safety Program, Hawaii Department of Agriculture, and the Worldwide Farmers Exchange to encourage producers and their agricultural farm workers to ‘buy in’ to our Safe Farm & Employee Program. Educational training and adoption has been increasing steadily.

Transition to Mainstream Producers: Since the program’s inception, we estimate approximately 6% of Oahu’s immigrant growers, 11% of Keaau papaya growers, and 28% of Kau Coffee growers are now viable ‘mainstream’ producers. We consider mainstream producers to have: sound understanding of crop production issues and business concepts, quality products, consistent product supply, market awareness, market presence, and are active participants, information seekers and demonstrate willingness to assist others.

Provide Outreach and Development Assistance on Organic CSA Marketing to Socially Disadvantaged Farmers

**Maria Moreira, Project Manager
Flats Mentor Farm**

Target Audience:

Hmong, African, Hispanic, and Women Farmers
Beginning Farmers
Socially Disadvantaged Farmers
Immigrant Farmers

Project Partners: University of Massachusetts, Amherst

Geographic Area Served: Massachusetts and New England

Number of Farmers/Ranchers Served/Reached: Primary event: *UMass Beginning Farmer Initiative - How to build a HIGH TUNNEL Greenhouse -- Extend the growing season and expand your farming business.* Scheduled Friday, September 17, 2010, Flats Mentor Farm (Seven Bridge Road, Rt. 117 Lancaster MA)---after submission of this report.

Project Scope and Status:

Develop an organic CSA; Continue to provide research-based sustainable production and marketing practices to all of the FMF growers; Produce recipes for crops produced by the FMF growers for Farmers markets and CSA customers/members; To hold regional SD farmers' training events to disseminate information the successful adoption of the techniques adopted by the FMF growers

Outputs and Outcomes of the Project:

This proposal was to fund a one year project to provide Socially Disadvantaged farmers with Training and Technical Assistance necessary to operate a successful Organic CSA. The University of Massachusetts assisted Socially Disadvantage farmers at the Flats Mentor Farm, and at Nuestras Raíces to develop marketing strategies for their ethnic crops. Farmers were fully trained on the CSA marketing model which took into consideration the culture of both farmer and consumer. The success of these trainings, are evident in the fact that a farmer is operating her individual CSA for the first time this season. The success implementing a CSA marketing model of one Hmong farmer will have an enormous impact on other farmers on the region and National level. All of the trainings are being done in order to assist growers in achieving their production and marketing goals. The trainings have included production techniques, ethnic crops recipe booklets to assist in the marketing of all the specialty crops grown by SD farmers, and providing farmers hands-on training and technical assistance in assessing market demand, in choosing which new crops to grow, and where these specific crops can be sold. The number of farmers markets has increased to 42 this season.

In addition, a regional workshop will be held at the Flats Mentor Farm on September 17th where Socially Disadvantaged farmers from the region and around country will be invited to participate in the hands-on trainings where project participants will share what they have learned with other SD farmers in the state and region.

Developing Risk Resilience of Underserved Agricultural Operators

**Cole Ehmke, Project Director
University of Wyoming**

Target Audiences:

Women, Native Americans, livestock and alternative crop producers, and small, beginning, limited-resource operators. Demographically, three groups are replacing older and more traditional farm and ranch operators. Trends show an increase in the number of Native American producers, an increase in women owners, and a rapidly growing number of beginning, limited-resource, smaller producers in the state. This project successfully reached these audiences to inspire sensible venture exploration and appropriate risk management and thus longer term sustainability.

Project Partners:

USDA Risk Management Agency
University of Wyoming Cooperative Extension Service
Wyoming Business Council
Wyoming Women in Agriculture
Wind River Reservation
Small Acreage Issue Team
Audubon Wyoming

Geographic Area Serviced: Wyoming and other northern Plains/Mountain West states, including Nebraska, Montana, South Dakota, Colorado, Idaho as well as participants from as far away as Minnesota.

Number and Ethnicity of Farmers/Ranchers Served by State: 129 with extended distribution of materials of 76,000. More will be reached via archived video of presentations electronically available.

Project Scope:

Wyoming and other Western states are experiencing rapid changes in land ownership patterns. The individuals and families now living and working on the land are searching for ways to reach and improve profitability while connecting with the end user of food and other products. And they wish to operate their farms and ranches in sustainable ways. Because new, value-added ventures and direct marketing are new to many, there is a demonstrated need information on how to manage the business risks they face, the resource management risks, and the assistance available to them.

This project sought to assist underserved audiences in Wyoming and the surrounding area in gaining a better understanding of the risks they face and to become more knowledgeable about alternatives available for management in Western agriculture using a multidimensional approach. The two primary objectives used to inform and connect the target audiences included a major, regional event and extended distribution of educational material associated with the event.

1. **A Regional Risk Management Conference.** The Living and Working on the Land event was a three-day offering which included preeminent keynote speakers, tracks to targeted audiences, and tours. It was provided to a very enthusiastic audience of producers from across the High Plains and Mountain West in Torrington, Wyoming August 24-26. The keynote was Joel Salatin. He is widely known for his innovative farming techniques and relationship-based food marketing. He is also a well-known author and charismatic personality in the cultural conversation about food and the environment. Information is at www.blocksofsuccess.org. Scholarships were provided and used extensively.
2. **Distributing Conference-based Educational Material.** To extend the value of the conference, the educational materials and conference information were widely distributed using multiple media, including newspaper inserts, a special purpose Internet site, general media (including releases to media outlets) and targeted strategic partner publications including magazines and newsletters.

A specially-developed newspaper insert reached about 76,000 citizens through 10 newspapers, a special edition of the educational magazine *Barnyards and Backyards* reached another 3,000, and the conference website will reach more. On the website resides the video-taped sessions from the conference.

The Living and Working on the Land event was well attended, and the audience was enthusiastic and interested. Attendees came from at least seven states. Three keynote speakers provided plenary sessions, and 15 concurrent sessions in five blocks provided information from people in a variety of areas, including risk management tools, new venture exploration, direct marketing and more. Tours featured producers putting management practices to work as well as the most current research into agricultural and rural productivity. Youth activities were offered.

Participants planned to take many immediate actions, including evaluation of current production methods, establishing new marketing relationships, growing the venture growth and improving operations, diversifying, exploring new ventures (including direct marketing of value-added products) adoption of techniques, and improving marketing methods. Also, the project provided moral support and inspiration to continue in rural ventures. Longer term, we project that producers are likely to make use of the tools available and participate in future educational opportunities provided by the partners and collaborators.

Certainly the project has raised awareness of those within the changing face of agriculture about the risks they face with their ventures, about how to deal with the risks, ideas about what ventures may be successful, and about the many resources available to assist in their success. And through the extensive distribution of project materials, those indirectly connected to food and fiber production are more aware of what is happening in agriculture.

Risk Management Outreach for Women and Limited Resource Farmers and Ranchers

**Ruby Ward, Project Manager
Utah State University**

Target Audience: Women and Small Farms

Project Partners: Below are those that helped with the program we also had groups provide advertising and other help with the conference.

Duchesne and Roosevelt Chamber of Commerce
Uintah Basin Association of Government
Uintah County Commissioner
Uintah County Economic Development
Uintah County Travel Board
University of Idaho Extension, Bannock County
University of Idaho Extension, Franklin County
University of Nevada Extension, Lincoln County
USDA NRCS-RC&D coordinators in Utah
Utah Dept of Agriculture and Food
Utah Farm Bureau Federation
Vernal Area Chamber of Commerce

Geographic Area Served: Utah, South Eastern Idaho, and Lincoln County Nevada

Number of Farmers/Ranchers Served/Reached: There were 100 participants at the 7th Annual Diversified Agriculture Conference.

Project Scope and Status: This project was to provide women and limited resource farmers with risk management education by holding a Diversified Agriculture Conference in Utah in February 2010 along with follow-up programming in local areas. Conference programming focuses on using new and emerging risk management tools to manage risk of priority commodities. The 7th Annual Diversified Agriculture Conference was held in Vernal Utah in February 2010. Three local workshops were held. One, on high tunnel construction, and two others for service providers to understand how to incorporate risk management in helping small farmers with new ideas.

Outputs and Outcomes of the Project:

The conference was held in the Uintah Basin about 2.5 hours East of Salt Lake City, Utah. The region is not accessible by inter-state and requires crossing a mountain pass. However, it was important to service this region as they experienced an energy boom, followed by a decline.

The attendance was over 110 with over 35 percent women. This project has been really successful at attracting women participants with much higher participation rates than traditional agriculture programs. Over 90 percent of participants said that they were planning on sharing ideas from the conference with others. 80 percent said that they were reevaluating their operation after attending the conference.

There was strong local support and participation, but the weather and location was restrictive to as many participants coming from other areas. One rancher who spoke at the conference and attended one day said they drove through a white-out part of the way, but were still really glad they were there.

There was strong support from the local region with attendance by the economic development directors and county commissioners. The Duchesne County Economic Development Director commented that while agriculture is not the biggest industry, it was the backbone of their economy. She said, *“You don’t know what effect this will have on this region. My entire staff is here and we are going to use this! This will have an effect for years.”*

After a high tunnel workshop at the conference one of the producers offered to buy the materials to put up a high tunnel at his farm and have a workshop. The workshop was held in Roosevelt, UT at his farm. 15 people attended, the producer adopted the production technique and is using the high tunnel.

Operation Breadbasket

Virgin Islands Farmers Cooperative Dale Browne, Project Manager

The Virgin Islands Farmers' Cooperative, Inc. (VIFC) is a farmer's cooperative located on the island of St. Croix in the U.S. Virgin Islands is seeking sustainable agriculture technical assistance in the amount of \$100,000.00 for the development of a Risk Management Project that will reduce the risk of limited resources socially disadvantaged farmers in the United States Virgin Islands.

The Virgin Islands Farmers Cooperative, Inc (VIFC) has completed a small minority producer's grant funded by USDA Rural Development from October 2006 to September 2007. The results of the technical assistance grant were a feasibility study, marketing study, marketing and business plan. The Co-op has developed a comprehensive strategic plan to reverse the territory's 42 years of agricultural production and 20 years of agricultural education in the territory (St. Croix in particular).

Our plans are in three stages: Phase 1, a farmers market and 60 acres in sustainable crop production. Phase 2 the production of high quality hay for improving our livestock production in the territory.

VIFC proposal for the Community Outreach and Partnership Assistance Program, with its Partners, together can make a significant change to develop the U.S. Virgin Islands agricultural industry and create a community economic stimulus to improve the quality of life for farmers and the territory on a whole.

Operation Breadbasket's goal is reversing our islands 42-year decline of agricultural production, and our 20-year demise of agricultural education by reducing the risk of farming in the U.S. Virgin Islands through training and community outreach, promoting the resurgence of St. Croix's agricultural industry. The technical assistance provided in this proposal is necessary to develop limited resources disadvantage farmers, create new farming entrepreneurs and educate the community how vital it is to reduce the risk of farming in the United States Virgin Islands for the islands agricultural development.

The trainings in farm management, financial management, marketing, production and crop insurance and other existing and emerging risk management tools will enhance the community's way of life and increases the knowledge of VI farmers' through education of how to increase production and income by reducing the risk of farming in the territory. The project will educate producers in methods of sustainable farming while providing the training to reduce the risk of their farming operation, and increase crop, livestock and forage production in the territory.

Operation Breadbasket implementation will develop new agricultural enterprises in the US Virgin Islands, improving the Territory's food security and local food systems, create sustainable employment opportunities, and increase the availability of high-quality locally grown food and food products, becoming a community economic development and job creation initiative for the Territory

OBJECTIVES: The following Tasks will be accomplish with VIFC Partners:

The University of the Virgin Islands Cooperative Extension Service
The University of the Virgin Islands Animal Experimental Service
The University of the Virgin Islands Small Business Development Center
Southeastern African American Farmers Organic Network, Infinity Group
Edward Harwood and the Virgin Islands Department of Agriculture

- Task 1 - Farm Management and Financial Management
- Task 2 - Tax Preparation for Farmers Risk Management
- Task 3- Crop and Livestock Production
- Task 4 -Organic Farm Production and Certification Education
- Task 5 -Marketing and Promotional Program
- Task 6 -Forage Production Risk Management
- Task 7 -Equipment Services for Risk Management Program

Shenandoah Valley Restorative Urban Food and Farm Project

Eric Bendfeldt, Project Manager Virginia Cooperative Extension

Target Audience: Limited resource, immigrant and new ethnic populations, plain Mennonite, and women farmers in the Shenandoah Valley.

Project Partners: James Madison University, New Community Project, Harrisonburg City Public Schools, Harrisonburg Farmers Market, Shenandoah RC&D Council, Shenandoah Valley Produce Auction, and Washington and Lee University.

Geographic Area Served: The Shenandoah Valley including Alleghany, Augusta, Bath, Botetourt, Clarke, Frederick, Highland, Page, Rockbridge, Rockingham, Shenandoah, and Warren counties.

Number of Farmers/Ranchers Served/Reached: 575

Project Scope and Status: The goals of this project are to 1) Expand the scope and outreach of the Shenandoah Valley Buy Fresh Buy Local chapter and to specifically target RMA community outreach materials to immigrant and ethnic populations 2) Expand farm-to-school and farm-to-university market opportunities targeting limited resource, immigrant, plain Mennonite, and women farmers in the Shenandoah Valley, 3) Expand marketing opportunities to limited resource farmers and homeless populations through diversification and season extenders for year round local food production, 4) Expand a farm internship program for university students to assist and learn from limited resource farmers, and 5) Explore options for starting farmers' markets in socially-disadvantaged and immigrant communities.

We are currently looking at ways to reach out and develop appropriate educational materials for ethnic populations.

Outputs and Outcomes of the Project:

- Compiled, printed, and distributed 42,000 copies of a 12-page Buy Fresh Buy Local food directory that highlights limited resource farms producing and marketing food and farm products in the Shenandoah Valley and educates consumers where to buy these products as an effort to expand new markets, while reducing management risks associated with direct marketing to consumers.
- To increase access and the availability of fresh produce in the community, and create a win-win situation for low-income food insecure people and limited resource farmers, Harrisonburg Farmers Market implemented an electronic benefit transfer (EBT) system to gladly welcome and accept Supplemental Nutrition Assistance Program (SNAP) cards and benefits. As a result of having this as a component of the grant, project partners were able to leverage RMA funds and received additional private funding to offer a double value incentive program for SNAP recipients so they can double the amount of fresh food they can purchase at the farmers market.
- New Community Project and Virginia Cooperative Extension have organized four

community gardens and two school gardens in Harrisonburg City and Rockingham County (Eastern Mennonite Elementary and Linville-Edom Elementary School). Project partners are working closely with Latino and Hispanic families to increase their capacity for food production and become more a part of the broader Valley community. New Community Project has also developed a market garden to employ homeless men and women so they can get re-established socially and economically in the community. Produce from the market garden is sold to local restaurants and food businesses. As result of this initiative, New Community Project has initiated work on another market and community garden for recent refugees who are settling in the area as a way to acculturate them to life in the Shenandoah Valley and U.S.

- Within the Shenandoah Valley, Harrisonburg City Public Schools and Washington and Lee University are pioneers and champions of farm-to-school and university programs, and have served to get more schools and universities in sourcing and procuring fresh produce and food from local limited resource farmers and members of the Old Order Mennonite community through the Shenandoah Valley Produce Auction.
- As part of the school convocation and new school year, Harrisonburg City Public Schools prepared a district-wide breakfast for teachers and staff with local foods procured from limited resource farmers. Additionally, the Harrisonburg City Schools have made local fruits, vegetables, meats and flour part of the daily and weekly menu in all schools in the district.
- James Madison University's Farm Internship Program involves hands-on farming, marketing, the application of various other technologies that may benefit farm operations (e.g., greenhouse construction and maintenance, renewable energy, season extenders), and/or other projects of interest and use to the host farmers. During the 2009-2010 academic year, a specific course -- ISAT 473: Local Agriculture and Farm Internships -- was submitted for approval. The objectives for this course include understanding local ecology and its impacts on farming, as well as how farming impacts local ecology; practicing diversified farming techniques; understanding how small-scale farms operate as businesses; examining localization and slow-food movements and recognizing the impacts of globalized or industrial food and fiber production; identifying the strengths and limitations of small-scale farming. This course includes a weekly seminar meeting for all participants, and then an experiential component that requires 4-6 hours per week working on local farms.
- USDA-RMA funding has allowed JMU to expand its farm internship program. During the spring semester of 2010, we supplied funding for fuel stipends to five farm interns, some of whom provided transport to fellow farm interns without vehicles. We had a total of nine interns who completed their requirements to receive academic credit for the year. These numbers are expected to increase when we are able to offer ISAT 473, which should run for the first time during the spring semester (January - May) of 2011.
- Virginia Cooperative Extension is working with area farmers to pilot a mobile flash freeze unit as one method for season extension and make fresh fruits and vegetables more available during the school year and winter months.

On the Road: Mobile Workshops for Women, Underserved, Latino and Limited Resource Farmers

**Eric Hurlburt and Patrice Barrentine Project Managers
Washington State Department of Agriculture (WSDA)**

Target Audience: Women, Underserved, Latino and Limited Resource Farmers

Project Partners:

Washington State University (WSU) Small Farms Program
WSU Extension: Skagit, Jefferson, Spokane; King County Ag Programs
USDA Risk Management Agency
Puget Sound Meat Producers Cooperative
WSDA Farm to School Program
Washington State Farm Bureau
Cascade Harvest Coalition
WSU Hispanic Program
Northwest Ag Business Center

Geographic Area Served: All of Washington State

Number of Farmers/Ranchers Served/Reached: 1,160 total
(160 in workshops plus 1,000 via video)

Project Scope and Status:

Our objective in this project was to reach underserved owner operators of Washington state farms and ranches with risk management tools and resources through intense, risk management production themed mobile workshops or bus tours. These hands-on mobile workshops will feature 8 different themes and will take producers to three different farms in a day. Workshops will be offered in different regions around the state. A short video highlighting successful risk management strategies on farms is a second component of the project.

Workshop themes are:

- Alternative Energy Use and Production for Small Farms
- Poultry Production and Processing
- Goat and Sheep Micro Dairy Production
- Red Meat Production and Processing
- Fruit and Vegetable Packing and Processing in Spanish for Latino Farmers
- Fruit and Vegetable Packing and Processing for Women Farmers
- Flood Preparation and Recovery
- Farm-to-School: Linking in Farmers with Limited Resources

Workshops will cover information on:

- Good Agricultural Practices
- Business Planning
- AGR-Lite Insurance
- RMA Programs
- Energy Alternatives
- Food Safety
- Regulations and Licenses
- Produce Processing
- Value-added Products
- Direct Marketing

Outputs and Outcomes of the Project:

The success of the project can be seen in the participating producers who gain an in-depth understanding of the production, processing facilities, direct markets, and business planning required for viability. These workshops are the best method we have found to support producers in gaining the information or overcoming the obstacles to begin a new enterprise or become a commercial farmer.

**Risk Reduction for Small Farmers in Connecticut:
*A State Food System Alliance-Building Project***

**Cristina Sandolo, Project Manager
Wholesome Wave Foundation Charitable Ventures, Inc.**

Target Audience:

- Small farmers in CT
- Historically excluded communities in CT

Project Partners:

- Urban Oaks, New Britain, CT
- Billings Forge Works, Hartford, CT
- Downtown Bridgeport, Bridgeport, CT
- CT Department of Agriculture
- American Farmland Trust

Geographic Area Served:

- Connecticut

Number of Farmers/Ranchers Served/Reached: 80

Project Scope and Status:

The goal of the Connecticut Food System Alliance Project is to develop and support programs that increase net income to participating farmers through:

- Development of three statewide Double Value Coupon Program (DVCP) pilot projects, which assist farmers in mitigating risk through developing direct markets for their products, through collaborative partnerships with statewide organizations
- Initiation of a Connecticut Food System Alliance (CTFSA) to address food and farming issues through strategic planning and development of innovative activities to reduce risk for small producers.
- Provision of producer risk management training and education to producers across Connecticut.
- And through documentation of all activities performed and assessment of impact on targeted markets.

Outputs and Outcomes of the Project:

The expected outcomes of the project will be improved revenue and increase net income for up to 20 participating farmers. Our successes to date (August 2010) include:

- A workshop on "Extending Your Season & Expanding Your Customer Base," specifically introducing seedling sales targeting SNAP recipients to expand customer base, and low and high tunnels to extent season.
- A strategic planning meeting for a CT Food System Alliance and Summit.

- Awarding three grantee partners with funds to implement our Double Value Coupon Program at farmers markets in three Connecticut underserved communities
- Double Value Coupon Program training for grantee partners, including power point presentation, training manual, and program materials (such as log sheets).
- A workshop introducing methods to increase farmers' profit margins while increasing his/her customer base, to allow recipients' Double Value Coupon Program dollars to go further, and to introduce educational components in "preserving vegetables" including pickling, canning, and freezing, for consumption beyond the season.
- Filming documentary footage on Wholesome Wave's Double Value Coupon Program to build awareness and reach wider audiences.
- Working with American Farmland Trust to encourage growth of a CT Food System Alliance by planning a Summit for networking and coalition building across key stakeholder groups with a common interest in the unique Connecticut food system landscape.

Wisconsin Community Outreach & Assistance Partnership Program

Kathy Schmitt, Project Manager

Wisconsin Department of Agriculture, Trade & Consumer Protection

Target Audience: Women, Hmong, Hispanic

Project Partners:

Midwest Organic and Sustainable Education Service
UW Environmental Resources Center
WI Farm Service Agency
UW Center for Dairy Profitability
UW Center for Integrated Agriculture
Farley Center for Peace and Social Justice
Fondy Food Center, Inc.
UW- Extension
WI Rural Women's Initiative
WI Farmers Union
WI Ag. Statistics Service
Hmong Community Organizations
Centro Hispano of Dane County
Ginseng Board of Wisconsin

Geographic Area Served: Wisconsin (statewide)

Number of Farmers/Ranchers Served/Reached:

79 Asian American fresh market vegetable producers participated in workshops
60+ Hmong farmers received one-one individual follow up assistance
32 women farmers attended women farmer conference
109 Hispanic producers reached through outreach, 4 attend workshop
44 women farmers received one-one services on financial risk management

Project Scope and Status:

This project provides statewide outreach to women operators, Hmong, Hispanic, and other limited resource farmers. The project builds and strengthens relationships with community-based organizations to connect to Hmong and Hispanic/Latino producers. All outreach specialists have cultural expertise and make face-to-face contact with Hmong and Hispanic/Latino farmers. Risk management educational workshops are offered to these farmers, and other targeted populations at various geographic locations around the state. One-one follow up assistance is provided to a targeted number within each minority group. A statewide risk management conference for women farmers is offered.

The project continues to add to the collection of risk management materials and resources already pooled. Collaborators work to make materials more useable to limited English speaking producers.

The project has completed the statewide women farmers' conference and is on track to reach goals. Through our collaborators, vegetable growing guides for small to medium sized farmers are being updated and re-written to meet the federal Plain Language guidelines.

Outputs and Outcomes of the Project:

Expected Outputs and Outcomes	Achieved through June 30 2010
80 women producers learn risk management tools via statewide women farmers conference and one-one assistance	78
100 Hmong producers attend workshops on a variety of risk management areas with an emphasis on price, financial, and production risk management	79
60 Hmong producers receive one-one follow up to help them implement new risk management techniques in all areas of risk management	60
60 Hmong farmers receive one-one follow up assistance to learn what risk management tools are best integrated by these farmers	not yet completed
Reach Hmong producers one-one through farmers' markets, farm visits, clan/family introductions	46
Reach Hispanic/Latino producers through local churches, festivals, cultural groups, farm visits, community gardens	109
Develop materials for low literacy farmers	Developed <i>A Plain Language Guide to Growing Fresh Market Salad Greens</i>

Outreach and Education for Farmers Market Risk Management

Matthew Kurlanski, Project Manager
Wallace Center at Winrock International

Target Audience: All Socially Disadvantaged Farmers

Project Partners: Farmers Market Coalition
FreshFarm Markets
Greencity Markets
Greenmarkets/GrowNYC
Marketumbrella.org
Seattle Neighbor Farmers Market Alliance

Geographic Area Served: National

Number of Farmers/Ranchers Served/Reached: 700 (estimated)

Project Scope and Status:

Wallace and the FMC aim to expand the current capacity of state/regional agricultural and farmers market associations to provide education and training to 700 socially disadvantaged farmers, as well as the managers that serve the markets that socially disadvantaged producers participate in. By partnering with regional, state, and local associations Wallace and FMC will be able to provide technical assistance that is specific to a region's needs while providing high quality and consistent information on successful marketing risk management strategies. To achieve the goal of improving the marketing risk management of socially disadvantaged producers at farmers markets nationwide, we propose the following objectives:

- Hosting pre-conference workshops at regional agricultural conferences
- Strengthening and develop resources available to direct-marketing farmers through the FMC Resource Library website
- Increase Outreach and Technical Assistance capacity of the FMC, its state and regional farmers market association members, and other market associations
- Improve Outreach Capacity through the FMC to state and regional farmers market association members, and other market associations

Outputs and Outcomes of the Project:

- **Hosting pre-conference workshops at regional agricultural conferences:**
The Wallace Center in partnership with the Farmers Market Coalition hosted two pre-conference workshops at the SSAWG meeting in Chattanooga, TN and sponsored direct-marketing workshops and scholarships for socially disadvantaged farmers at the PASA conference. These sponsorships provided technical assistance to over 50 farmers between two events.

- **Strengthening and develop resources available to direct-marketing farmers through the FMC Resource Library website:**
Improved the FMC Resource Library by developing a set of Frequently Asked Questions for market managers and a set of 20 risk management video shorts. These new resources help market managers better manage their markets, which in turns helps their often socially disadvantaged vendors succeed. Well run farmers markets reduce the marketing risk for vendors strengthening their operations and improving their bottom line. We expect these new resources to help hundreds if not thousands of farmers who direct market through farmers markets.
- **Increase Outreach and Technical Assistance capacity of the FMC, its state and regional farmers market association members, and other market associations:**
We worked with the FMC to improve their online Resource Library making it easier for folks to use and improving the resources available. We expect that after the re launch of the website in August, it'll be utilized by hundreds if not thousands of farmers to help them understand and improve their ability to direct market through farmers markets.
- **Improve Outreach Capacity through the FMC to state and regional farmers market association members, and other market associations:**
We worked with over a dozen regional and national organizations to promote the availability of risk management tools for direct marketing farmers through a four week coordinated outreach campaign. We estimate that this campaign will reach thousands of farmers, market managers and others involved with farmers markets. Actual figures will be available at the end of August.

Women in Blue Jeans Conference

**Carol Millan and Denise Hoffman, Project Managers
Women in Blue Jeans, Inc.**

Target Audience: Rural Agricultural Women

Project Partners: USDA Risk Management Agency
North Central Risk Management Education Center (NCRMEC)

Geographic Area Served: South Dakota

Number of Farmers/Ranchers Served/Reached: 175-225 rural women, with approximately 75 percent involved in farming operations

Project Scope and Status:

Women are a critical part of farming success through active participation in farm management decisions related to all aspects of the farm, family, and rural living. The Women in Blue Jeans Conference provides a learning environment comfortable to women and provides diverse topics to attract and meet the educational agricultural risk management needs of rural women. Topics for the conference are determined by past attendees, focus groups and conference exhibitors and collaborators through input to the 15-20 member conference steering committee that provides leadership for the conference planning and completion. Educational topics that are presented include: estate and financial planning, crop insurance, grain marketing, tax tips, wellness, and leisure and hobby sessions. At the end of the conference, women will be able to identify specific benefits to their farm's risk management from attending the conference.

Outputs and Outcomes of the Project:

1. Women attending the conference will identify on their evaluation risk management tools they gained adequate knowledge of to utilize in their business during 2009. Examples of risk management tools to be taught include: Insurance products, marketing strategies, financial records and bookkeeping, estate planning, business plans and Ag Lender relationships.
2. Adopting information presented at the conference, women that attended will utilize a risk management tool to reduce risk in their agricultural business related to Financial and Legal risks.
3. Adopting information learned at the conference, women attending will use risk management tools to reduce risk in their agricultural businesses related to production and prices. The tools utilized will include: Grain marketing, business planning, crop insurance, farm bill, and planting decisions.

Adopting information presented at the conference, women attending will use a risk management tool to reduce risk in their agricultural business related to human risks. Tools adopted would include: mental and physical wellness, family management and leadership, goal setting, coping with rural living and stress.

Zenger Emerging Farmer Training Program

**Jill Kuehler, Project Manager
Friends of Zenger Farm**

Target Audience: Immigrant and Refugee Farmers

Project Partners: MercyCorps Northwest

Geographic Area Served: Portland, OR Metropolitan Area

Number of Farmers/Ranchers Served/Reached: 85 farmers

Project Scope and Status:

The purpose of this project is to provide hands-on trainings in agricultural production & direct marketing (60 farmers), provide scholarship funds and language support for immigrant/refugee farmers (20 farmers) to attend regional farmer training and conference opportunities, provide access to land (6 acres) for farm business incubation to immigrant/refugee farmers (12 farmers), and provide one-on-one farm-based mentorship to immigrant/refugee farmers (10 farmers x 5 training visits).

Outputs and Outcomes of the Project:

Objective 1: Provide technical training and assistance in agricultural production & direct marketing to immigrant/refugee farmers.

In cooperation with our partners and farmers we've hosted three farm tours serving 85 individuals and visiting seven farms. Four language groups have been served including Spanish, Nepali, Russian, and English. Topics of focus have included dry-farming, irrigation, land acquisition, small-scale cultivation, crop selection, and pest and fertility management.

Two more farm tours are planned for September and October. There is space for 30 attendees for each event. Topics of focus include land acquisition, growing for wholesale markets, community supported agriculture, and incorporating animals on a small-scale.

Oregon Tilth, a local organic agriculture organization, has partnered with us to teach workshops on irrigation and water management. One workshop was held for a group of five Nepali farmers. Another one is scheduled for later this month with a group of Russian farmers.

FZF has conducted three trainings to date. Nineteen individuals have been reached, including ten immigrant farmers and nine farm apprentices. Topics have included land acquisition, soils and fertility management, crop rotation, and cover crops. Trainings on crop planning and food safety are scheduled for fall 2010. We are working with numerous partners to coordinate dates and locations.

Evaluation methods are being further developed. At this point we have reached 109 individuals and 20 businesses have been served.

Objective 2: Provide scholarships and language support for regional technical assistance opportunities to immigrant/refugee farmers.

Partner organizations, including Adelante Mujeres, Ecumenical Ministries of Oregon, Friends of Family Farmers, Oregon State Extension and Mercy Corps, have been notified that scholarships are available and recommend farmers for scholarships to attend regional trainings. FZF then decides to approve or not approve the request. The opportunity will be available for all of 2010. One immigrant farmer has been nominated and they received a scholarship to attend the OSU Small Farms Conference. FZF granted the request and paid the conference fee and interpretation services for the farmer to attend the conference.

In partnership with Friends of Family Farmers, an organization that manages iFarm, FZF is currently providing translation of land access materials. FZF is working with Mercy Corps and Adelante Mujeres to provide translation on the scheduled farm tours and Fall 2010 trainings. FZF is developing evaluation tools to determine the effectiveness of the scholarship program.

Objective 3: Provide one-on-one farm-based mentorship for 10 farmers (~5 training sessions each)

Mercy Corps has developed the mentoring program and is now conducting mentoring sessions. Mercy Corps has worked with 14 immigrant farmers, conducting 59 mentoring sessions for a total of 107 mentoring hours, and is scheduling the rest of visits.

Objective 4: Provide access to land for low-risk farm business incubation

Mercy Corps has expanded their land access program to provide land for 14 farmers, including three Nepalese families. They are currently at capacity and will not be accepting new farmers into their program this year. A second meeting will be held to discuss finding longer-term lease options for land-based programs with multiple program partners.

Evaluation tools are currently being developed to measure program effectiveness.



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