



Professionals as Participants in their own Training for Work with Latino Farmers

Cambio de Colores 2008
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Overview

- 2-year project
- Kansas and Iowa
- Two phases
- Funded by NC-SARE


Visit to Kansas City Farmers' Market

Participating organizations

- Extension (county directors and field specialists)
- NRCS (outreach director and district conservationist)
- RC&D (regional directors)
- NGOs (Iowa Network for Community Agriculture, Practical Farmers of Iowa)
- New Iowans Center
- Farm Services Agency

Assumption:

The population of Latino farmers will continue to expand. Thus, the need for agricultural professionals to engage this population will continue to grow. There is a gap in knowledge and experience among agricultural professionals in working with Latino farm families in their local food systems. We designed this project to address that gap.



Goals for participants:

- Increased awareness
 - of Latinos as valued members of the community and as current/future farmers
 - of opportunities in local food systems
- Improved knowledge and skills
 - in engaging Latino audiences with culturally appropriate educational programs
 - in assessing, analyzing and gaining resources for local food production systems
- Ability to integrate knowledge and skills to develop a strategy for sustained support programs

Baseline survey:

- Administered prior to first workshop session
 - 35 respondents
- Highlights:
- Language is the most commonly perceived barrier by participants
 - Participants have rich and varied professional and personal experience with Latinos; participants seek opportunities for ongoing interaction
 - **However, they see few or no existing links between their organizations and Latino farmers**

Baseline survey highlight:

I. Language difference perceived as significant challenge

- 74% of participants do NOT speak Spanish
- 77% would take Spanish classes given the opportunity
- More than 60% listed language as a challenge to engaging Latinos in outreach/education programs
- 69% do NOT think Latino producers typically understand English well enough to read and understand printed material
- However, 83% said their organization provides printed information in a language other than English
- 43% said their organization provides interpreters/translators when needed

Baseline survey highlight:

2. Participants have varied professional and personal intercultural experience

- 89% have traveled internationally
- 83% have interacted with Latino community on work-related issue/s
 - 51% served on team/committee with Latinos
 - 43% developed program tailored to Latino community needs/interests
 - 31% co-developed program for Latinos with Latino committee members
- Personal interactions with Latinos involve: church, school, having Latino family friends and neighbors, travel to Latin America

Baseline survey highlight:

3. Participants' see little or no existing interaction between Latino farmers and agricultural organizations

- 100% believe Latino farmers do NOT have knowledge of Extension, USDA or IDALS
- 100% believe Latino farmers do NOT participate in government or university events related to agriculture
- 92% believe Latino farmers do NOT typically request information and assistance from agricultural (government) agencies
- However, 14% have provided training or consultation with Latinos on farming or production issues



Participants' motivations to reach out to Latinos

- Latinos are part of our community
- Organization's mission is to provide information and services to all
- Opportunity to learn from Latinos
- Expand the agricultural community
- Expand the organization (Extension and NRCS)
- Economic development
- Create welcoming environment

Workshop Series

- September: Multicultural training
- October: experiential reflection
- November: local food system
- **December: Latino business network-Ottumwa**
- February: access to land and credit
- **March: value-chain and small scale meat processing-Columbus Junction**
- April and **May**: participant project planning-**Marshalltown**
- **June: community garden early harvest gathering social event-Osceola**


December: Ottumwa Latino Business Network Visit

- Byron Leu, Extension Livestock Field Specialist, Jefferson County: plans to develop a meat goat coop and processing facility
- Network member and taquería owner Jose Angel on his business and interest in opening a carnicería and stocking fresh Mexican-style meats





Columbus Junction Meat Value-Chain Workshop (March 2008)



LEARNING OBJECTIVES:

- To learn about what's going on with meat goat producers, processors, distributors, and buyers in SE Iowa, and how these parts fit together in a local/regional value (supply) chain
- To gain a better understanding of the situation of locker plants in Iowa and their critical role in sustainable, diversified agriculture
- To explore the role of Latino producers, processors, and restaurant or tienda owners in the value chain, and the characteristics and extent of demand for goat meat in the Latino market
- To identify opportunities for new links and partnerships in SE Iowa



Participant projects:

- Use informal networking to identify and meet Latino farmers in central Iowa
- Conduct listening sessions to identify basic needs of Latinos in Lenox
- Develop Latino Business Network in Waterloo
- Explore development of indoor Mexican-style marketplace for food and other vendors

Lessons/observations:

- Participants want to hear from Latinos about how organizations can build trust in the community
- Participants want to work collaboratively
- Simple, step-by-step assignments help facilitate participant engagement in the ideas addressed in the workshop (like experiential homework assignment)
- Core group of 8 participants very engaged, with peripheral participation among the rest

Marshalltown Farmer Entrepreneurship and Networking

- Marshalltown Community College Entrepreneurial and Diversified Agriculture and farmer incubation program
- Growing Food and Profit
- The Raíces Project and el Colectivo

