

2015 National Association of Community Development
Extension Professionals Conference, May 17 – 20, 2015

***BUSINESS DEVELOPMENT EDUCATION FOR
NEXT GENERATION LATINO FARMERS IN
PENNSYLVANIA***

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College of Agricultural Sciences



Overview

- Rationale for Spanish-language entrepreneurship education
- Building Extension capacity
- Outcomes
 - Pilot sessions
 - Ag Alternatives fact sheets
 - Individual education and consults
 - Growing the program



Barriers to Latino Business Success

- low levels of human and financial capital
- education /language barriers
- limited information about business start-up
- working-class backgrounds/low levels of parental entrepreneurship
- limited access to credit

**Latino-Owned Businesses; Investment and Credit Usage in Comparison to Other Racial/Ethnic Groups, Dr Rubén Martinez, Michigan State University, 2011*



Critical Needs of Latino Businesses

- Hispanic businesses staying small, due to specific needs
- Better training for employees
 - Need training in
 - Team management
 - Business/customer relations
 - Written and oral communication
- Better access to public/private markets

**The Bureau of Business Research Survey of Hispanic Businesses with Paid Employees in Texas, University of Texas Austin (2012)*



\$17,078 Seed Money To:

- Teach Latino/Latina clients
 - business concept selection
 - feasibility studies
 - strategic business planning
- Farm/food business management/ownership education
- Drew from Cornell Cooperative Extension and GrowNYC's Greenmarket New Farmer Development Project



Project Team

- Alana Anderson, Program Asst, Adams
- Tara Baugher, Tree Fruit Educator, Adams
- Maria Gorgo-Gourovitch, PA IPM Coordination
- Lynn Kime, Extension Associate, Biglerville
- Catherine Lara, Program Asst, Adams
- Winifred McGee, Ag Entre Educator, Dauphin
- Jorge Perez-Rico, Casa de la Cultura
- Miguel Saviroff, Farm Mgt Educator, Somerset



Activities

- Fact-finding visit to GrowNYC Greenmarket
- Procure/gain experience with Simultaneous Interpretation equipment
- Interpret presentations and Agricultural Alternatives Fact Sheets for Spanish-speakers
- Pilot meetings delivered simultaneously in English and Spanish in Adams County



NYCGrows Meeting

- Miguel Saviroff, Catherine Lara and Winifred McGee met with Chris Wayne, Coordinator
- Toured city markets – met Greenmarket New Farmer Development Project graduates
- Reviewed curriculum, discussed use of Williams Sound SI equipment

Simultaneous Interpretation

- Purchased 30 sets of “ear buds” & receivers, microphone, and headset (\$4270)
- Experienced interpreter from Philadelphia trained Extension personnel (\$50/hour)



Pilot Sessions in Adams County

- January 11, 2014
– 32 participants
- March 15, 2014
– 12 participants
(20 registrants –
affected by
weather)





Spanish/English Presentations*

- *Productores pensando como empresarios –
Prendiendo fuegos en vez de apagarlos*
(Farmers Thinking Entrepreneurially –
Lighting Fires rather than fighting them)
- *Aspectos de los negocios en agricultura*
(The Business Aspects of Agriculture)
- *Gestión de los riesgos y recompensas*
(Managing the Risks and Rewards)
- *¿Como puede extension servirle mejor?*
(How Can Extension Better Serve You?)

*Available via the USDA Ag Risk and Farm Management Library

Agricultural Alternatives Fact Sheets

The screenshot shows the Penn State Extension website interface. At the top, there is a search bar and a dropdown menu for 'Search College'. The main navigation bar includes categories like 'Animals', 'Plants & Pests', 'Natural Resources', 'Community & Business', 'Food & Health', 'Youth & Family', and '4-H'. The 'Community & Business' category is selected. Below this, there is a sub-navigation bar for 'Ag Alternatives' with a 'Farm Management' dropdown menu. The 'Español' option is selected in the dropdown. The main content area displays the title 'Español' and a description: 'Publicaciones en español que cubre los aspectos del negocio de comenzar una información agrícola de la gerencia del negocio y de riesgo.' Below this, there are three featured articles with blue links: 'Desarrollandoun Plan de Negocio', 'Presupuestos para Tomar Decisiones Agrícolas', and 'Seguro para Empresas Agrícolas'. Each article has a short introductory paragraph. The bottom of the page shows social media sharing icons.

<http://extension.psu.edu/business/ag-alternatives/farm-management/espanol>



Spanish Language Ag Alternatives Production Fact Sheets

- Fruit and Vegetable Marketing for Small-scale and Part-time Growers
- Small Scale Egg Production
- Meat Goat Production
- Ag Business Insurance
- Ag Budgeting
- Tomato Production
- Potato Production
- Pepper Production
- Broccoli Production
- Business Planning
- Understanding Ag Liability

Coming in Fall 2015

Additional Spanish Ag Alternatives Fact Sheets:

- Starting a Business
- Developing a Business Plan
- Drip Irrigation for Vegetable Production
- Organic Vegetable Production
- Onion Production
- Garlic Production
- Sweet Corn Production





Planting the Seed...and Harvesting

- USDA Risk Management Education Partnerships Program (2013/14)
RMA-RPM05157, \$56,240
- PDA Specialty Crop Block Grant (Next-Gen and Hispanic Specialty Crop Growers), \$77,645
- USDA Risk Management Education Partnerships Program (2014/15), \$55,456
- \$189,341 represents 11Xs the \$17,078

The Project Continues....

- Follow-up resulting in four business launches in Spring 2015
- Pilot duplication in two communities with greater Hispanic populations





Key Impacts

- Simultaneous translation for preferred language education
- Audience sensitivity to language barriers
- Addressing barriers to Latino business ownership
- Introducing Extension to new, growing audience

¿Preguntas? ¡Gracias!

