UNIVERSITY OF MARYLAND EASTERN SHORE’S SMALL FARMS PROGRAM

WEBINAR SERIES BY NERCRD
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U.S. small farm sector is complex

Small family farms vary in size and other characteristics such as production methods, etc.

This presentation focuses on the work of UMES’ Small Farms Program and NERCRD and discusses teaching, research, and outreach initiatives intended to

- Improve students’ understanding of small farm issues
- Help small farmers improve the viability of their farms and enhance their socio-economic conditions
Contents

- Small Farm Definition
- Northeast Regional Center for Rural Development
  - Mission
  - Goals
- Small Farms Program at UMES
  - UME
  - Small Farm Institute
  - Department of Agriculture and Resource Sciences
  - Collaborative Effort
Small Farm Definition

Definition

- Farm Typology (ERS, USDA)
- Other useful classifications
  - Beginning farmers
  - New farmers
Small Family Farms (sales < $250,000)

- Limited-resource farms: small farms with gross sales less than $100,000
- Retirement farms: small farms whose operators report they are retired
- Residential/lifestyle: small farms whose operators report a major occupation other than farming
Small Family Farms (sales < $250,000)—Cont.

- Farming occupation/lower-sales: small farms with sales less than $100,000 whose operators report farming as their major occupation.
- Farming occupation/higher-sales: small farms with sales between $100,000 and $249,999 whose operators report farming as their major occupation.
Beginning Farmers

- A Beginning Farmer or Rancher means an individual or entity who:
  - Has not operated a farm or ranch, or who has operated a farm or ranch for not more than 10 consecutive years.
  - Will materially and substantially participate in the operation of the farm or ranch.

http://www.conferences.uiuc.edu/conferences/confere nceviewer2/view.cfm?conf=20033&page=20231&th eme=&palette=
Kathy Ruhf and Stephan Tubene, Pre-Conference Short Course, September 2009

5th National Small Farm Conference

Pre-Conference Short Courses

CONCURRENT SESSION I
The Winning Educator (Part A)
Mr. Juan Carlos Rodriguez, University of Florida, Gainesville, FL
The Winning Trainer is a training opportunity and will cover three aspects of making educational efforts effective for farmers and other practitioners. These aspects are: 1) training to application objectives; 2) building on the participants' knowledge and experience; 3) making learning active. The winning trainer focuses on getting the participant to build new skills and knowledge on the foundation already in place and knows how to create learner-centered training programs.

Challenges and Opportunities in Establishing Performance Measures (Part B)
Dr. Djime Adoun, USDA-CSREES, Washington, DC
The second session of this workshop will address challenges and opportunities in establishing performance measures to determine and report program impacts. We will discuss the concept of budget and performance integration and the extent to which good program results feed into the larger budgetary process and make it easier for agencies to solicit additional funds and/or justify the continuation of existing programs to Congress and the White House.
New Farmers

- New Farmers
  - Immigrant Farmers
  - Minority Farmers
Immigrant Farmers

- Asian (i.e. Hmong, Koreans, etc.)
- African (i.e., Somalis, Sudanese, etc.)
- Caribbean (i.e., Jamaicans, etc.)
- Hispanic (i.e., Mexicans, Chileans, etc.)

For more information, browse NIFI—New Immigrant Farming Initiative
New Farmers ---Cont.

- Minority Farmers
  - African American
  - Native American
  - Asian American
  - Hispanic American
  - Women
Unique Characteristics

- Lifestyle
- Cultural barrier
- Language barrier
- Limited resources
- Lack of connections and networking
- Unaware of government programs
Unique Needs

- Programs tailored to farmers’ lifestyle to fit their schedule
- American culture training needs
- English language training needs
- Special agriculture and agriculture-related courses
  - Ag 101 and Marketing 101
  - Risk management tools
Needs (Cont.)

- Offer more opportunities since limited-resource farmers (i.e., grant writing, govt. loans, etc.)
- Provide information on local, state, and federal government programs
- Provide networking opportunities (i.e., NIFI)
How to Reach New Farmers

- Challenge to reaching new farmers
  - Lifestyle/scheduling
    - Need to be creative in scheduling programs since most new farmers have non-farm occupations
    - This may require meetings on week-ends
How to Reach New Farmers--Cont.

- Cultural
  - Need to be sensitive to new farmers’ culture
  - Winning their trust could help reach them more effectively
How to Reach New Farmers--Cont.

- Challenge to reaching new farmers
  - Language
    - Language barrier can be overcome by providing interpret service
    - Brochures/publications in foreign languages should be used
How to Reach New Farmers--Cont.

- Resource

  - Time and Money
    - Work around their schedule
    - Consider grants/federal agencies
How to Reach New Farmers--Cont.

- Challenge to reaching new farmers
  - Accessibility
    - Geography
  - Outreach
    - Finding your audience
    - Audience finding your information
    - How information is presented
    - Media
Outreach Methods: What Works?

- Land-Grant/Extension Approaches
  - County Extension Agent Model
    - One-on-one methods
    - Farmer focus groups
    - Workshops and seminars
    - Trials and demonstrations
    - On-farm research projects
    - Networking events

- Special Programs Targeted to New Farmers
How to Reach New Farmers--Cont.

- Outreach Methods (Cont.)
  - Other Educational Institutions
    - Community colleges
    - Private colleges and universities
    - High schools
How to Reach New Farmers--Cont.

- NGO/Community-Based Approach
  - Apprentice networks (e.g., CRAFT)
  - NGO programs (site-based and not)
  - Conferences, meetings, workshops
  - Bulletin boards
  - Advertisements
How to Reach New Farmers--Cont.

- Outreach Methods (Cont.)
  - Internet-Based Approach
    - Online courses and tutorials
    - Other organization’s links
    - Online newsletters
    - List serves
Q/A Session for Part I

☐ Any questions for Part I?
Northeast Regional Center for Rural Development (NERCRD)
Mission

- RCRD address issues facing rural communities that are often multi-state in scope and require faculties from several disciplines to resolve. RCRD work together on rural issues that are interregional or national in scope.
Goals

- Chosen from input by the Northeast Center's Board of Directors and the Directors of the four Regional Rural Development Centers. Key issue areas represent the concepts driving the mission, vision, and the strategy for rural development research and extension projects.

- Improve Economic Competitiveness, Diversity and Adaptability of Small and/or Rural Communities
□ Goals—cont.

- Facilitate Development of Policies that Enhance the Well-being of Rural People and Small Towns
- Increase Community Capacity to Deal with Change
- Increase Social viability through Enhancing the Self-reliance of Families and Communities
- Link Natural Resource Industries, Including Agriculture, with Community and Environmental Resources
UMES’ Small Farm Programs

Small Farm Outreach and Technical Assistance Program

The University of Maryland Eastern Shore entered into an agreement with the United States Department of Agriculture to conduct an outreach and technical assistance program for socially disadvantaged farmers and ranchers in selected counties in Maryland and Virginia. The foremost goal of the program, titled the Maryland Outreach and Assistance for Socially Disadvantaged Farmers and Ranchers (OASDFR) Project, is to enhance the opportunity and ability of socially disadvantaged farmers and ranchers in Virginia and Maryland to acquire, own, operate, and retain farms and ranches and to assure their equitable participation in the full range of USDA programs. Through on-going outreach and technical assistance via individual farm visits, informational meetings, workshops, field tours, and other educational programs, UMES’ OASDFR Project is realizing its goals.

For more information, contact:

Mr. Berran Rogers
Project Director
Small Farm Program Coordinator
Maryland Cooperative Extension
Room 2141, Richard A. Henson Center

Dr. Stephan Tubene
Project Co-Director Outreach for Socially Disadvantaged Farmers and Ranchers Project
Maryland Cooperative Extension
UMES Small Farms Program Coordinator
- Berran Rogers

Maryland Outreach and Assistance for Socially Disadvantaged Farmers and Ranchers (OASDFR) Project
- Enhance the opportunity and ability of socially disadvantaged farmers and ranchers in Virginia and Maryland to acquire, own, operate, and retain farms and ranches
- Assure their equitable participation in the full range of USDA programs
Small Farms Program—Cont.
UMES Small Farm Institute
UMES Small Farm Institute

- Director: Dr. Thomas Handwerker
- Coordinates research and Extension outreach for evaluation and development of alternative agriculture technologies and marketing strategies that help maintain small family farm operations
- Utilizing facilities located at the University of Maryland Eastern Shore campus, the Institute provides training and education to local growers and technical specialists
Small Farm Institute—Cont.

Welcome to the Small Farm Institute’s World Wide Web page. The Small Farm Institute seeks to serve and meet the needs of small farmers. At the Small Farm Institute, we develop sustainable agricultural technologies and offer research, educational, and outreach programs in all areas of agriculture including specialty/ethnic crops, intensive hydroponic production, farm management and marketing. We have access to a wealth of experts throughout the University of Maryland College Park and Eastern Shore to respond to your needs. We have developed this resource to help you make an informed decision in your work. If you need additional information, please contact us at smallfarm or at 410-222-6759.

For more information, contact SEI Webmaster.
Coordination: Stephan Tubene

- The Small Farm Institute's mission is to enable small-scale farmers and entrepreneurs to improve the viability and profitability of their operations through innovative research-based and community information focusing on identified needs and partnerships.

Activities

- Specialty crops research (www.marylandethnicvegetable.com)
- Farm field days
- Small farm conferences and workshops
Undergraduate Research on Small Farm Issues

- Factors Affecting the Adoption of New Technologies
  - The adoption of ethnic vegetables was positively associated with years in farming, education, and labor availability
  - However, factors such as gender, race, and risk were not statistically significant

- Determinants of IPM Practices among Minority Farmers
  - Underway with an undergraduate student
Collaborative Effort

- UMES Small Farms Program and NERC RD
  - Technical Advisory Committee Members
  - Capacity Building Grant
    - Promoting the Viability of Small Farm using Principles of Network Sciences
- SARE Program
  - Proposals Review
Collaborative Effort—Cont.

- Regional Collaboration
  - Delaware State University
  - Northeast IPM Center
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http://extension.umd.edu/agriculture/smallFarms/index.cfm
http://www.marylandethnicvegetable.com/
Thank you

- Q/A Session