



United States  
Department of  
Agriculture

National Institute  
of Food  
and Agriculture

# South-West Texas StrikeForce Initiative for Beginning Farmers and Ranchers

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Beginning Farmer and Rancher Development

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# Project Audience

- Who are you aiming to help?
  - Where are they: South West Texas Border Region.
  - Who are they: Hispanic and Veteran beginning farmers in low-income areas.
  - Type of farming/ranching: Mostly small-scale farming.
  - Stage of farming: exploring, start-up, first 10 years



# Partners/Collaborators

- Who are the key people on your team?
  - **Aisha Cruz, TMBC**, Providing Marketing trainings to Hispanic small producers and expanding the reach of the project.
  - **Mike Morris, NCAT**, Assisting with Hands On trainings and technical assistance to service-disabled veterans and promoting NCAT's web-based training: "Getting Started in Farming".



# Key Approach(es)

How are you helping?

- Workshops/courses/trainings
- Demonstrations at a model farms.
- Personalized one-on-one technical assistance
- Spanish speaking staff and teaching-resource materials (printed, power point presentations and videos).



# Overall Target Outcome

By the end of this project, we will have helped:

- 600 primarily Hispanic and Veteran BFs are expected to gain important knowledge.
- 300 are expected to improve production practices.
- 150 are expected to start farming.
- 250 to enter new markets.



# What do you have to share?

- Training materials and video production in Spanish.
- Experience providing technical assistance to Hispanic Immigrants.
- Video production as a project resource



# What do you hope to learn from other projects?

- Curriculum.
- Expertise in assisting Veterans.
- Efficient methods for tracking outcomes and surveying participants.



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# Keep in touch!

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