



United States
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Agriculture

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Hmong
American
Partnership

Sustainable Farms for Urban Markets (SFUM)

Bao Vang

Hmong American Partnership

Beginning Farmer and Rancher Development
Program Award No [2015-70017-22870]

Project Audience

❖ Who are you aiming to help?

➤ Region

- Twin Cities (Greater Minneapolis/Saint Paul metropolitan area in Minnesota)

➤ Populations serving

- New Americans, Immigrants and Refugees, primarily Southeast Asians (Hmong, Burmese/Karen, and Bhutanese)

➤ What are they farming?

- Farmers grow crops (vegetables, fruits) in small-scale farming

➤ Stage of farming

- Mainly start-up, 5 years or less





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Partners/Collaborators

❖ Key Project Members:

- Hmong American Partnership (HAP)
 - Bao Vang, Project Director, Organizational leadership and department oversight
 - Mai Moua, Co-Project Director, Organizational leadership and department oversight
 - Hli Xiong, Program management and oversight
 - Moua Meng Yang, Program coordinator
- Farmers Legal Action Group, Inc. (FLAG)
 - Stephen Carpenter, Attorney, provide technical assistance related to contracts, policies, and other legal matters and risks
- Interfaith Action of Greater Saint Paul (formerly known as Saint Paul Area Council of Churches)
 - Sara Goodall, Program Coordinator – Obtain leased church properties for clients; increase technical assistance time for clients in legal issues and matters; and provide resources and networks.



Key Approaches

➤ Workshops/Curriculum Components:

- Entrepreneur leadership skills
- Business planning
- Legal issues
- Marketing strategies
- Financial information (grants, loans, insurance, etc.)



➤ Technical Assistance

- One-to-one coaching including, but not limited to accounting, financial counseling, business expansion, credit loans, marketing plans.

➤ Mentoring Services

- Provide group mentoring from peer mentors identified from the farming community.
- Entrepreneurial Farmer Network quarterly meetings.

➤ Support Services Services

- Beginning farmers receives a one-time stipend for start-up costs.



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Overall Target Outcome

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

Impact 1:

- 37 beginning Southeast Asian Farmers start a new market opportunity or expand the size of their current farm.
- 300 farmers educated with new marketing strategies.

Impact 2:

- 37 beginning Southeast Asian Farmers increase the value of their sales by a minimum of 15%.



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What do you have to share?

- Organizations that have shared-perspectives and visions make the best partnerships to achieve your long-term vision and goals.
- Policy and advocacy work in agricultural will make institutional changes.
- Promoting diversity and cultural awareness in staff and in the organization overall.



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What do you hope to learn from other projects?

- Resources and networks
- Urban farming tools and successes
- Community engagement in agriculture



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Keep in touch!

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