South-West Texas StrikeForce Initiative for Beginning Farmers and Ranchers

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Project Director: George Bennack
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Beginning Farmer and Rancher Development Program Award No. 2015-70017-23956
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

- **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”.

Who are the key people on your team?
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.
Keep in touch!

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