Growing Roots: Deepening Support for Diverse New Farmers and Ranchers in California

September 13, 2015
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Beginning Farmer and Rancher Development Program Award No 2015-70017-22868
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- Agricultural Learning Hub partners: Puentes, ALBA, NRCS-Modesto, Soil Born Farms, Center for Land Based Learning, MESA, Co-Co-San, UC Gill Tract, Martial Cottle Park.
Project Audience

- Beginning urban, peri-urban and rural farmers and ranchers (aspiring, first 10 years)
- 10 counties (5 regions) within central California
- Latino, Southeast Asian, African American, other minority, low income populations.
- Small, diversified, urban and rural farms, tree & vegetable crops, livestock production, and rangeland management.
- 8+ Agricultural Learning Hubs
Key Approach(es)

• Farmer-identified educational topics (building on previous work, deepening support)
• Culturally/linguistically appropriate educational materials and training modules
• Workshops, field courses, mentoring, technical assistance (1:1 support)
• Strengthen “agricultural learning hubs” through farmer training and establishment of a network of agricultural learning hubs for shared learning.
• Promote Farmer-to-farmer networking
Overall Target Outcome

• 1,910 participants; 118 workshops; 1:1 or small group TA to at least 20% of all attendees.

• 75% will have increased knowledge; 1/3 will adopt practices learned (ecological production, rangeland management, pastured poultry, business planning, marketing, value added processing, food safety)

• 340 unique farmers/ranchers will have enhanced productivity, ecological sustainability and economic viability of their farms.

• 20 aspiring farmers/ranchers will have entered into land leases & begun farming/ranching for the first time

• 80% participants will be Latino, Southeast Asian, women, African American and other minority farmers.
What do you have to share?

- Strategies for shared learning/sharing resources among agricultural learning hubs through building a regional network.
- Culturally appropriate outreach, educational materials and training approach (for Latino, Southeast Asian, Native Americans).
- Resources for small-scale, beginning farmers and ranchers.
What do you hope to learn from other projects?

- Other strategies/curricula for diverse audiences.
- BMP for multiparty measurement and tracking of outputs & outcomes on differing variables.
- Strategies for measuring outcomes - what indicators do people use for measuring success? Eg. Increased sales, # entered farming, increased knowledge, confidence in ability to stay in farming, increase in food availability, ecol. sustainability)
Keep in touch!

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